

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 3/31/2012

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Development Counsellors International

4777

(c) Business Address(es) of Registrant

215 Park Ave. South

10th Floor

New York, NY 10003

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Foreign Principal
Proexport Colombia

Date of Termination
3/31/12

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name and Address of Foreign Principal(s)
Scottish Development International

Date Acquired
August 1, 2011

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Tourism Tasmania
Tourism Toronto
APEV Romania

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☒

Exhibit B⁴ Yes ☐ No ☒

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Tourism Tasmania - Public Relations program covering Trade & Media.

Proexport Colombia - Public Relations program to influence travel trades sales of Colombia's tourism products by North American Tour Operators.

Tourism Toronto - Public relations Program covering Trade & Media.

APEV Romania - Public relations Program to promote Romanian wines in the US.

Scottish Development International - Public Relations Program to generate business opportunities.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
10/1/11-3/31/12	Tourism Tasmania	Professional Fees	\$ 111,520.00
10/1/11-3/31/12	Tourism Toronto	Professional Fees	56,550.00
10/1/11-3/31/12	ProExport Colombia	Professional Fees	89,400.00
10/1/11-3/31/12	Scottish Development International	Professional Fees	113,515.00

370,985.00

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
SEE ATTACHED			

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Tourism Tasmania
ProExport Colombia
Tourism Toronto
APEV Romania

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Tourism Tasmania
ProExport Colombia
Tourism Toronto
APEV Romania

Preparing & disseminating materials is included in the professional fees established in 14A.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☒ Email
☐ Website URL(s): _____
☒ Social media websites URL(s): _____
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

May 01, 2012

/s/ Carrie Nepo

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

15. (a)

DISBURSEMENTS – MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? YES

(2) transmitted monies to any such foreign principal? NO

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

DATE	TO WHOM	PURPOSE	AMOUNT
TOURISM TORONTO			
10/31/11	Travel Expense	Staff Travel	4,746.90
10/31/11	Travel Expense	Journalist/Staff Travel	959.46
3/31/11	Travel Expense	Staff Travel	32.42
3/31/11	Office Expense	Communication Expenses	15.21
			5,753.99
PERU			
10/31/12	Travel Expense	Staff Travel to ATTA	2,217.03
12/13/11	Event Expense	Peru Breakfast in Chicago	1,747.16
12/16/11	Travel Expense	Staff Travel	889.91
12/22/11	Event Expense	USTOA Breakfast	6,441.72
12/22/11	Travel Expense	USTOA Staff Expense	3,832.19
12/23/11	Marketing Expense	Luxury Travel Expo Mailing	161.00
12/31/11	Office Expense	Fedex, Postage	216.87
12/31/11	Event Expense	Chicago Breakfast	504.61
1/25/12	Trade Expense	USTOA Registration	375.00
2/8/12	Marketing Expense	Flight Center Trade Show Registration	3,395.00
2/23/12	Marketing Expense	ETC Orlando Gift Bag Items	124.39
2/23/12	Travel Expense	ETC Staff Travel Expense	1,926.74
3/31/12	Marketing Expense	Travalliance Webinar	2,500.00
3/31/12	Travel Expense	Staff Travel Expenses	791.90
			25,123.52
TOURISM TASMANIA			
10/31/11	E Marketing	Design, Newsletter, Presentation	1,487.00
10/31/11	VJP Travel	Visiting Journalists Travel expense	769.09
10/31/11	Trade	Trade Support, Corroboree, Trade Training	1,448.38
10/31/11	Travel Expense	US representative Travel	5,505.95
10/31/11	Office Expenses	Fedex, Postage, Webinar, Intermail	909.44
11/30/11	VJP Travel	Visiting Journalists Travel expense	3,380.90
11/30/11	Trade	Trade Support, Corroboree, Trade Training	9,887.24
11/30/11	Travel Expense	US representative Travel	4,378.85
11/30/11	Office Expenses	Fedex, Postage, Webinar, Intermail	557.72
12/31/11	VJP Travel	Visiting Journalists Travel expense	2,842.96
12/31/11	Media Relations	Media Relations	23.32
12/31/11	Trade	Trade Support, Trade Training	4,850.00
12/31/11	Travel Expense	US representative Travel	2,338.56
12/31/11	Office Expenses	Fedex, Postage, Webinar, Intermail	2,626.63
1/31/12	VJP Travel	Visiting Journalists Travel expense	314.48
1/31/12	Media Relations	Media Relations	900.00
1/31/12	Trade	Trade Promotion	106.87
1/31/12	Travel Expense	US representative Travel	3,783.01
1/31/12	Office Expenses	Fedex, Postage, Webinar, Intermail	2,338.24
2/29/12	Media Relations	PR/Media/Misc, International Digital General	6,340.00
2/29/12	Travel Expense	US representative Travel	4,545.43
2/29/12	Office Expenses	Fedex, Postage, Webinar, Intermail	2,939.33
3/31/12	VJP Travel	Visiting Journalists Travel expense	3,158.39
3/31/12	Trade	Trade Promotions	5,000.00
3/31/12	Travel Expense	US representative Travel	3,664.70
3/31/12	Office Expenses	Fedex, Postage, Webinar, Intermail	5,386.85
			79,483.34
Scottish Development International			
10/31/11	Office Expense	PR Newswire Distribution	715.00
10/31/11	Travel Expense	Staff Travel	1,141.00
11/30/11	Travel Expense	Staff Travel	21.40
11/30/11	Marketing Expense	Martin Scott Photography	3,055.00
12/31/11	Marketing Expense	Starbuck giftcards for survey participants	1,140.00
3/22/12	VJP Travel	Journalist Airfare	2,321.60
3/29/12	Marketing Expense	Boston Seafood Show - PR Newswire Distribution	935.00
3/31/12	Travel Expense	Staff Travel	1,142.72
3/31/12	Marketing Expense	Dan Ruesch Design	2,500.00
			12,971.72

Dariel Curren

From: Jordan Robinson Agnor <jordan.robinson@aboutdci.com>
Sent: Thursday, February 09, 2012 3:41 PM
To: Dariel Curren
Subject: 5 Feteasca Neagras for Valentine's Day

SELECT WINES OF ROMANIA NEWS

ROMANIAN WINERIES REPORT QUALITY HARVEST IN 2011

The five Romanian wineries that are now part of Select Wines of Romania all report that 2011 should be a very good vintage – with no rains during the harvest for high sugar levels. They note that there was less fruit because of the dry growing season – but that bodes well in terms of exceptional quality!

5 FETEASCA NEAGRAS FOR VALENTINE'S DAY

Really want to impress your sweetheart? Get your hands on one of these five fantastic Feteasca Neagra wines from Romania. Still fairly rare in the U.S., these earthy red wines are from indigenous grapes that have been planted in Romania for more than 4,000 years.

- Domeniul Coroanei Segarcea Feteasca Neagra
- Malastru Feteasca Neagra (Crama Oprisor)
- Monser Feteasca Neagra (Senator Wines)
- La Putere Feteasca Neagra (Cramele Recas)
- Trei Hectare Feteasca Neagra (Murfatlar)

TRI-VIN TO EXPAND LINE OF ROMANIAN WINES

Tri-Vin Imports will expand its range of Dreambird and Dreamfish wines from Cramele Recas. The importer will offer a Chardonnay, Cabernet Sauvignon, Rose and a Moscato - all from 2011.



In addition, a range of magnums (1.5-liter bottles) will be offered under the Dreambird/Dreamfish brand, including a Pinot Noir, Pinot Grigio, Sauvignon Blanc and Moscato.

DOMENIUL COROANEI SEGARCEA LAUNCHES NEW ROYAL LINE



As suppliers to the Royal House of Romania, Domeniul Coroanei Segarcea launched late last year a new line of wines dedicated to the Crown Princess of Romania. Called Principesa Margareta, the wines bear the name and insignia of the Crown Princess. The line features a pair of exceptional whites and reds. The white is a 2010 blend of Chardonnay, Viognier and Pinot Gris that combines white cherries and white plums flavors, with

vanilla, lime and fresh acacia flowers accents.

The red is a 100% Marselan 2008 barrel-aged for 18 months in new French oak. Marselan is quite a new varietal, a crossing of Grenache and Cabernet Sauvignon, obtained in France in the 1960s and planted for the first time in Romania by Domeniul Coroanei Segarcea in 2005. It is known for its very powerful

KUDOS & AWARDS

Murfatlar has been raking in awards for its wines. Its Lacrima lui Ovidu has done particularly well, winning gold medals at both Vinales Internationales and the Chisinau Wine & Spirits Contest, and a silver medal at Concours Mondial de Bruxelles.

MURFATLAR *vinul*



Senator Wines won seven awards at AWC Vienna 2011, including silver medals for these three wines:

- Monser Feteasca Neagra 2009
- Glia Feteasca Neagra 2009
- Suav Tamaioasa Romaneasca 2009

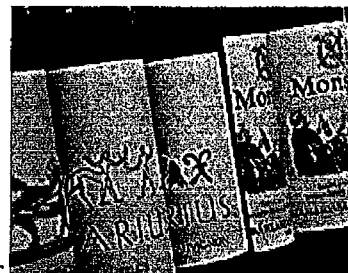


FEATURED RECIPE

structure, allowing for long barrel aging. Flavors range from strawberry jam to fresh raspberries, cranberries, tobacco, spices, cocoa, rum and coconuts.

DANEX IMPORTS SENATOR WINES

Danex International has started importing Senator Wines to the U.S., including Busuioaca de Bohotin, Babeasca Neagra, Feteasca Neagra, Tamaioasa Romaneasca and Sarba - all imported under the brand name Monser - and Cabernet Sauvignon and Sauvignon Blanc, imported under the brand name Varius. All of these wines are currently sold in California, Nevada, Texas and Washington State. By mid-March, the company will also be importing Senator's Glia line.



MURFATLAR HIRES NEW WINEMAKER

As part of its strategy to grow its premium segment wines, Murfatlar has invested more than three-quarters of a million dollars in a new wine production unit dedicated to production of premium wines and hired Razvan Macici as a consulting enologist. Macici is well-known for being the cellar master at the Nederburg winery in South Africa and also helped develop the official wine of the 2010 FIFA World Cup.



CRAMELE RECAS WORKS WITH BCI TO INTRODUCE PAPARUDA BRAND



Cramele Recas, which is quickly earning a reputation in the U.S. for its flexibility in working to create memorable private-label brands, is at it again.

The winery is working with a new importer, BCI out of Miami, to develop a new brand called "Paparuda" - named after a Romanian folk dancer with an ancient tradition.

BCI will begin importing four entry-level wines and two



There's nothing like a spicy stew for a cold winter's night. Try this recipe from *Bon Appetit* magazine and serve it with a loaf of crusty bread and one of these bottles of Romanian wine:

- Domeniul Coroanei Segarcea Prestige Pinot Noir 2008
- Trei Hectare Cabernet Sauvignon (Murfatlar)

[Click here for the recipe.](#)

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For more information, visit
www.SelectWinesofRomania.com
or e-mail
news@SelectWinesofRomania.com

February 2012



Campaign financed with aid from
the European Union and Romania

This email was sent to daniel.curren@aboutdci.com. If you are no longer interested you can **unsubscribe instantly**.

barrel-fermented premium lines this spring.

SENATOR TO PLANT 225 NEW ACRES OF GRAPES

As part of an ongoing replanting program, Senator Wines will be replanting nearly 225 acres (90 hectares) of grapes come spring. The winery will plant 52 hectares of organic grapes in the Insuratei region, including Cabernet, Merlot, Feteasca Neagra, Babeasca Neagra and Pinot Noir. In addition, 38 acres of Pinot Grigio and Sauvignon Blanc grapes will be replanted in the Vrancea region.

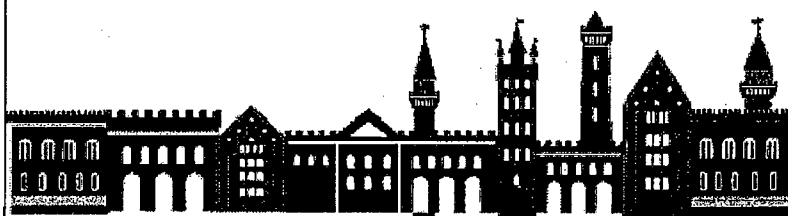


IN THE NEWS AROUND THE GLOBE

The December issue of *Sommelier News* featured a four-page feature story on Romanian wine. Written by Lana Bortolot, the article is a result of her visit to Romania last summer to tour the wineries. If you are interested in visiting Romanian wineries this summer, please e-mail Jordan.Robinson@aboutdci.com.

Romanian wines are on the "cusp of a renaissance."

Sommelier Journal
December 2011



**GlaxoSmithKline and the University of Edinburgh Agree to
Collaborative Partnership for Drug Discovery**

EDINBURGH, Scotland – GlaxoSmithKline (GSK) and the University of Edinburgh have agreed on a collaborative partnership to discover and develop medicines with the potential to treat severe acute pancreatitis.

The alliance will build on work by university researchers that recently uncovered a molecular mechanism believed to have a major role in triggering life-threatening multiple organ failure. The collaboration will integrate the deep biology and disease understanding of the academic group led by Damian Mole and Dr. Scott Webster the University's College of Medicine and Veterinary Medicine with GSK's expertise in drug discovery and development.

"Despite treatment for severe acute pancreatitis, up to a quarter of people affected will die from an attack. By teaming up with GSK, we have the opportunity to turn our science into a medicine," said Mole. Webster added, "This is a great example of translating academic research. The alliance brings together our collective expertise in target biology and drug discovery to tackle an enormous unmet medical need."

Work on the project will be carried out both within GSK and at the College of Medicine and Veterinary Medicine located at the Edinburgh BioQuarter (<http://bit.ly/tfrXA7>), Scotland's flagship life sciences development.

Under the terms negotiated by the BioQuarter, the University will receive success-based financial support from GSK linked to reaching agreed milestones, as well as an undisclosed upfront payment and royalties on sales from any product that is successfully commercialized out of the collaboration.

This alliance comes through GSK's Discovery Partnerships with Academia (DPAc) team, a recently formed group designed to bring together the complementary skill sets of GSK and individual academic groups in the search for innovative medicines.

Dr. Diane Harbison, Head of Business Development at Edinburgh BioQuarter, said: "This collaborative partnership with a world-leader in drug discovery demonstrates the strength and depth of research being conducted here in Edinburgh. We are delighted to have been selected as one of just ten DPAc projects being awarded globally by GlaxoSmithKline."

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About Edinburgh BioQuarter

At the heart of Scottish life sciences, Edinburgh BioQuarter is a joint venture between Alexandria Real Estate Equities, Inc, the NHS, the University of Edinburgh and Scottish Enterprise. Edinburgh BioQuarter commercializes world-leading medical research and brings investors, ideas and companies together at the BioQuarter campus on the outskirts of Edinburgh. For more information, visit www.edinburghbioquarter.com

Media Contact: Jordan Robinson, 212-725-0707, jordan.robinson@aboutdci.com

For Immediate Release

**Expanding Scottish biotech company Ingenza
opens new tissue culture laboratory**

SCOTLAND (March 26, 2012) – Ingenza Ltd. based at the Roslin BioCentre has today celebrated the opening of a new tissue culture laboratory. The state-of-the-art clean room will expand the company's capabilities to construct efficient cell lines to produce human therapeutics and is complimentary to Ingenza's microbial strain construction expertise.

Ingenza's staff has doubled in size every two years to date since the business began in 2003, as the company has applied its suite of biosciences enabling technologies to new sectors of UK industry. Ingenza is now primarily focussed in the strategic areas of biologics development and manufacture and the application of synthetic biology for sustainable bioprocessing. The company's customer base extends through Europe and North America in the areas of pharma, chemicals, food, feed and renewable fuels. The new laboratory will create 4 new jobs within the first year and potentially 35 additional jobs within 3 years, augmenting the 25 current members of staff.

President of Ingenza, Dr. Ian Fotheringham explains, "Today illustrates Ingenza's potential to provide commercial and manufacturing support for Scotland's state-of-the-art research in life sciences."

Rhona Allison, Life Sciences Director at Scottish Enterprise, officially opened the new suite and said: "The opening of this impressive new laboratory marks an important milestone in the development of Ingenza's business in Scotland. The company has continued to go from strength to strength since moving to Roslin Biocentre and is a great example of Scotland's thriving life sciences sector. We look forward to continuing to work closely with the company to support its ambitious expansion plans."

Ingenza were also joined by local Cllr Russell Imrie, who explained, "Ingenza's involvement in a wide range of sectors, and its achievements as a synthetic biology SME are indicative of the growth of the science sector in Midlothian as part of a strong and diversified local economy of national and international importance. Midlothian Council recognizes this in the development of the Midlothian Economic Development Framework, and the Life Sciences, Animal Biosciences and Earth Sciences sector action plans."

If you require further information about this release or for more information about Ingenza please contact Sarah Graham, Office and Public Relations Manager
sarah.graham@ingenza.com

###

For Immediate Release
November 3, 2012

**Brooks Brothers Spotlights Scotland
With Tartans, Tweeds and Other Textiles**

Harris Tweed Celebrates 100th Anniversary

NEW YORK, NY – Brooks Brothers kicked off a special Scottish promotion this week featuring tartans, tweeds, cashmere and other fine textiles from Scotland.

Brooks Brothers' Chairman & CEO Claudio Del Vecchio hosted a celebration of Scottish textiles at the company's flagship store on Madison Avenue on November 2. Donald Martin, Chairman of the Harris Tweed Authority flew 3,500 miles to thank Brooks Brothers for being a loyal customer as part of the iconic Scottish fabric's 100th anniversary this year.

Hand-woven by weavers in their own homes in the Outer Hebrides of Scotland, Harris Tweed is a highly treasured fabric that is a part of Scottish textile heritage. A selection of Brooks Brothers fall collection featuring Harris Tweed was showcased at the event alongside other Scottish-made products.

"Brooks Brothers has a long standing tradition of offering our customers the finest Scottish textiles," said Mr. Del Vecchio. "We proudly celebrate generations of collaboration, quality and value."

Established in 1818 and considered American's oldest apparel retailer, Brooks Brothers has a long-standing history with Scottish knitwear and fabric mills including Robert Noble, Barrie, Hawick Knitwear, Reid & Taylor, Harris Tweed, Todd & Duncan, Johnstons of Elgin and Begg Scotland. The event celebrates Brooks Brothers as a leading customer of Scotland's finest producers.

"Brooks Brother is one of more than 200 leading retailers and fashion labels that come to Scotland season after season to develop new textile products and work closely with Scottish mills to enhance their brands," said Danny Cusick, President, Americas, of Scottish Development International, the national economic development agency that worked with Brooks Brothers on the promotion.

With a rich heritage and unrivalled creativity that has delivered sought-after textiles around the globe for more than two centuries, Scotland is considered among the world's finest producers of cashmere, tweeds, leather, lace and knitwear products.

Photo: Steve North, Director of Instruction at St Andrews Links – the birthplace of golf – golfed around New York City yesterday dressed nattily in Harris Tweed and Scottish cashmere to celebrate the 100th anniversary of the iconic Scottish fabric and a Brooks Brothers promotion featuring tartans, tweeds, cashmere and other fine textiles from Scotland.

###

Media Contact: Dariel Curren, 212-725-0707 dariel.curren@aboutdci.com



For Immediate Release
March 11, 2012

Media Contact: Jordan Robinson
jordan.robinson@aboutdci.com
Cell: 254-631-5517

Scotland Targets Seafood Growth in the U.S.

Scotland posts largest ever 36% increase in salmon exports to the US

BOSTON, Mass. – Fresh Scottish salmon exports experienced a 36 percent increase to the United States in 2011, the country's largest ever year-over-year increase, further securing the U.S.' position as Scotland's number one export market since overtaking France in 2010.

As the total U.S. salmon imports also increased 2.6 percent in 2011,¹ the new figures from Scotland reveal it as the largest share of Atlantic salmon imports outside of North and South America. With one quarter of Scotland's salmon production—equivalent to 43,703 tonnes—sent to the U.S. in 2011, Scottish farmed salmon is the country's largest food export.

With 86 percent of seafood consumption in the U.S. coming from imports² and an ever increasing 50 percent of the world's seafood coming from fish and shellfish farming across the globe, the role of Scottish salmon is playing a significant role in current seafood consumption. Voted the "Best Farmed Salmon in the World" by international seafood buyers in 2011 based on superior taste, quality and appearance, Scotland is the world's third largest producer of farmed salmon, with a retail market valued at over \$1.5 billion.

"Last year was the largest ever rise of salmon imports from Scotland and it underlines the confidence that U.S. buyers and consumers place on the high-quality of Scottish seafood," said Scott Landsburgh, chief executive of the Scottish Salmon Producers' Organisation. "Recent news that the U.S. is the number one market for Scottish salmon demonstrates the increasingly successful collaboration between Scottish producers and U.S. buyers."

Anne MacColl, chief executive, Scottish Development International, said: "These new figures strongly reinforce the importance of the North American market for the Scottish seafood industry. This is hugely encouraging and it's vital that we continue to build on our success by increasing trade relationships with influential salmon and seafood buyers across the world.

"This year Scottish Development International is supporting a group of 14 Scottish companies at the Boston Seafood Show where they will have the opportunity to network with key industry players and introduce their businesses to a new overseas customer base.

"SDI is committed to supporting food and drink companies to increase their exporting activities. By working collaboratively with our key partners including Seafood Scotland and Scottish Salmon Producers' Organisation, we believe we can further boost international food and drink exports and in doing so, deliver long-term sustainable growth for Scotland's economy."

Fourteen of Scotland's best producers of fresh, frozen, smoked and cured fish and salmon will be attending this year's International Boston Seafood Show, March 11-13, to meet with current and prospective U.S. buyers in hopes to continue the surge in Scottish seafood imports. Companies exhibiting on the Scottish Pavilion, Booth #2253, include:

For Immediate Release
November 1, 2011

Media Contact: Dariel Curren
212-725-0707 dariel.curren@aboutdci.com

**Alex Simonini Named Sr. Vice President of U.S. West Region
For Scottish Development International**

(SAN JOSE, California) – Alex Simonini has been appointed Senior Vice President of the U.S. West Region for Scottish Development International, it was announced here today.

Scottish Development International works to attract direct foreign investment to Scotland through a network of six offices in North America. Key business sectors include life sciences, electronics, financial services, textiles, tourism, food and drink, energy and renewable energy industries.

"Alex has a breadth and depth of knowledge in technology sectors to make the connections between Scotland and Silicon Valley and beyond on the West Coast and we are delighted with his appointment," said Danny Cusick, President, Americas, of Scottish Development International. "Alex will lead our experienced Team in the West Coast to further develop the exciting opportunities and trade links that exist between the West Coast and Scotland business communities."

Mr. Simonini has more than 20 years of experience in technology business development with an extensive background in consumer electronics, operating systems, broadband, wireless and telecommunications.

Before joining Scottish Development International in 2006, he served as Vice President of Business Development at Evolution Robotics in Pasadena, California. Previously he was Director of the OEM Business at Geoworks; Director of Business Development for Wink Communications; and Program Director, Systems Development, for Philips Consumer Electronics, where he subsequently served as Director of International OEM Sales. In addition, Mr. Simonini worked with Nortel/Bell Canada where he was responsible for the complete line of PBX products.

Mr. Simonini is a native of Glasgow, Scotland and holds a Masters in Business Administration from Heriot-Watt University.

For more information, contact: Alex Simonini, Scottish Development International, Silicon Valley Center, 2570 North 1st Street, Suite 440, San Jose, CA 95131. Telephone: 408 436 5520. Or visit www.sdi.co.uk.

**Scottish Development International Opens Calgary Office
To Assist Companies with Trade and Investment in Scotland**

(CALGARY, Alberta) – Scottish Development International announced today the opening of a new office in downtown Calgary to further strengthen the trade and investment ties that already exist between Western Canada and Scotland.

"As the energy capital of Canada, Calgary is a good match with Scotland's world-class capabilities and expertise in oil and gas exploration," said Danny Cusick, President, Americas, of Scottish Development International. "Although we've long had a presence in Canada through our Toronto office, Scottish Development International is extremely keen to build on the already strong trade and investments links between Alberta and Scotland and given the provincial economy is extremely strong the future could potentially be very exciting indeed."

"We also believe there are ripe opportunities in Alberta, British Columbia and the Pacific Northwest in life sciences and digital media – two other industry sectors where Scottish and Canadian capabilities align," Mr. Cusick added.

Scottish Development International works to attract direct foreign investment to Scotland through a network of seven offices in North America. Key business sectors include life sciences, electronics, financial services, textiles, tourism, food and drink, energy and renewable energy industries.

For more information, contact: Scottish Development International, 3000, 150 6th Avenue SW, Calgary, Alberta T2P 3Y7. Telephone: 416-997-1102. Or visit www.sdi.co.uk.

###

Media Contact:
Dariel Curren
212-725-0707
dariel.curren@aboutdci.com

EMBARGOED for 7am TUESDAY 15th NOVEMBER 2011



**NOW YOU CAN TASTE IT: NEW WHOLE FOODS MARKET
OPENS IN GIFFNOCK, GLASGOW TODAY**

- **New Whole Foods Market opens its first store in Scotland**
- **Cabinet Minister for Rural Affairs Richard Lochhead MSP attends opening to welcome Whole Foods Market**
- **140 new team members keen to start providing and preparing the freshest food in town**

Whole Foods Market, the world's leading organic and natural grocery store is opening its first store in Scotland today, **Wednesday 16th November** at 9am.

The anticipation for the opening in Giffnock has reached fever pitch and the launch day is an event in itself. Following a short opening ceremony where **Richard Lochhead MSP, Cabinet Minister for Rural Affairs and the Environment** will formally welcome Whole Foods Market to Scotland, Jeff Turnas, the Regional President for the UK, will open the doors to local shoppers keen to see what Whole Foods Market has to offer. Accompanied by the *Red Hot Chilli Pipers*, the opening will be a Scottish foodie fanfare to welcome the local community.

Darren Campbell, Store Team Leader for Whole Foods Market said: "Finally we can open our doors to the local community in Giffnock who have been so supportive of us. We are thoroughly excited to be here and our passionate and skilled team members can't wait to get started."

Whole Foods Market's new store in Giffnock will offer a place to shop where everything is freshly made, locally sourced, mindful of the seasons, Scottish wherever possible and always of the very highest quality.

Richard Lochhead MSP the Cabinet Minister for Rural Affairs said: "We want to give a warm welcome to Whole Foods Market from the local Glasgow Southside community. After much anticipation they are finally open and will offer us such a high quality range of food and drink we can't fail but be impressed. By creating 140 new jobs and working so hard with the local community they are the sort of business we are very proud to have set down roots."

From an in house 'scratch' bakery (with certified Kosher breads) to a traditional butchery counter with the finest, highest welfare 100% Scotch beef, lamb and pork via grocery shelves displaying over 400 products produced in Scotland - and a fishmongers full of fresh local

catch and magnificent shellfish and a machine allowing customers to make their own peanut butter – this will be a supermarket unlike any Scotland has ever seen.

Jeff Turnas, President of the UK Region says "This is a place where you can shop with your conscience intact. It's a principled, thought provoking, great tasting, community led and an inspiring place to shop. We can't wait to see you in Giffnock."

ENDS-

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Samsung Chooses Scotland

Samsung Heavy Industries announced recently that it will base its first offshore wind energy project at the Energy Park in Fife, Scotland. The Korean company expects to invest \$157 million and create more than 500 jobs to develop next-generation offshore wind turbines.

[Click here for details.](#)


Fast Fact: Scotland has some of the most ambitious renewable energy targets in Europe and aims to generate the equivalent of 100 percent of annual electricity demand from renewables by 2020.



Scottish Development International, 28 State Street, Suite 2300, Boston, MA 02109-1775

617-692-7361 | www.sdi.co.uk

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Big Week for Scotland

- Last Thursday, global pharmaceutical company **GlaxoSmithKline** announced a \$159 million investment in its sites in Montrose and Irvine, Scotland.
- A day later, Spanish energy giant **Gamesa** announced that it will be establishing its new manufacturing facility for offshore wind turbines in Edinburgh, creating 800 jobs and investing up to \$195 million.

Fast Fact: Scotland leads the world in developing deep-water offshore wind farm deployment and construction.



Scottish Development International, 28 State Street, Suite 2300, Boston, MA 02109-1775

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CONTACT: Gaye Jacobs, Tourism Tasmania
(310) 541-5661, Gaye.Jacobs@aboutdci.com

**Tasmania stars with Willem Dafoe in *The Hunter*
opening in U.S. Theatres on April 6, 2012**

Tourism Tasmania launches movie-inspired travel package from \$2,540

Hobart, Australia (March 28, 2012) Coinciding with the April 6, 2012, U.S. theatrical release of *The Hunter*, a new psychological thriller starring Willem Dafoe, Sam Neill and Francis O'Connor, Tourism Tasmania has launched a new microsite and movie-inspired travel package exclusively at www.DiscoverTasmania.com/TheHunter.

Filmed entirely on location in Tasmania, Australia, Dafoe plays a skilled mercenary hired to obtain the genetic material of the Tasmanian tiger, which many presume is extinct. Disguised as a scientist, he journeys deep into the Tasmanian Wilderness, far from his home base, a farmhouse owned by a grieving widow and her two children. As Defoe's character becomes increasingly close to the family, he is led down a path of unforeseen dangers that complicates his mission.

Alongside Dafoe, Tasmania's iconic wilderness shares the screen with equal billing. Locations include the World Heritage Listed Cradle Mountain Lake St. Clair National Park, the majestic Mt. Wellington that dominates the Hobart skyline, the beauty of Mt. Field National Park and the dramatic cliffs of the Great Western Tiers.

"The story is about a man who's sent into the wilderness on...a mission, [in] wilderness that's quite unique, quite extraordinary and not like anywhere else in the world," said the film's producer, Vincent Sheehan in an interview with ABC (Australia).

"[Tasmania] is a great backdrop for this story and this kind of adventure," Sheehan noted.

Follow in the footsteps of *The Hunter* and experience the grandeur of Tasmania's wilderness with Aspire Down Under's seven-day self-drive escape. Tour Tasmania starting in Launceston and finishing in Hobart, visiting Cradle Mountain and Strahan, the gateway to the remote West Coast and the UNESCO World Heritage Tasmanian Wilderness, which celebrates its 30th anniversary this year. Stay in boutique accommodations, savor the finest in local produce and award-winning wines, come face-to-face with the island's unique wildlife and discover the unique convict heritage of Tasmania.

<over>

Aspire Down Under Tasmanian Wilderness Package from \$2,540 per person package double occupancy (includes airfare)

Package inclusions:

- Round-trip Qantas Airways flights Los Angeles to Melbourne
- Domestic Qantas Airways flights to Tasmania (into Launceston, out of Hobart)
- Seven nights in 3.5 star Bed & Breakfast or Lodge accommodation
- Breakfast daily
- Seven days medium automatic car rental
- All airport taxes and airline fuel surcharges

The package price is per person based on double occupancy from Los Angeles for departures May 1 – June 8 and July 15 – September 21, 2012. A supplement of \$250-\$500 per person applies for travel outside of these dates. Add-on fares from other U.S. cities are available upon request.

For more information on travel experiences in Tasmania, *The Hunter*, behind-the-scenes video, shoot locations across the island and the movie-inspired Tasmania Wilderness travel package, visit: www.DiscoverTasmania.com/TheHunter.

###



**Tasmania stars with Willem Dafoe in *The Hunter*
opening in Canadian Theatres on April 13, 2012**

Tourism Tasmania launches movie-inspired travel package from CAN\$2,520

Hobart, Australia (April 4, 2012) Coinciding with the April 13, 2012, Canadian theatrical release of *The Hunter*, a new psychological thriller starring Willem Dafoe, Sam Neill and Francis O'Connor, Tourism Tasmania has launched a new microsite and movie-inspired travel package exclusively at www.DiscoverTasmania.com/TheHunter.

Filmed entirely on location in Tasmania, Australia, Dafoe plays a skilled mercenary hired to obtain the genetic material of the Tasmanian tiger, which many presume is extinct. Disguised as a scientist, he journeys deep into the Tasmanian Wilderness, far from his home base, a farmhouse owned by a grieving widow and her two children. As Defoe's character becomes increasingly close to the family, he is led down a path of unforeseen dangers that complicates his mission.

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Tourism Tasmania has created a microsite surrounding the film which was entirely shot on location in Australia's Natural State. It includes behind the scenes videos, shoot location information as well as a travel package inspired by the movie.

I'll follow up with you next week to gauge your interest.

Kind regards,

Gaye



**Tasmania stars with Willem Dafoe in *The Hunter*
opening in Canadian Theatres on April 13, 2012**

Tourism Tasmania launches movie-inspired travel package from CAN\$2,520

Hobart, Australia (April 2, 2012) Coinciding with the April 13, 2012, Canadian theatrical release of *The Hunter*, a new psychological thriller starring Willem Dafoe, Sam Neill and Francis O'Connor, Tourism Tasmania has launched a new microsite and movie-inspired travel package exclusively at www.DiscoverTasmania.com/TheHunter.

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###



***The Hunter* hits Video-On-Demand before its U.S. Theatrical Release**
Filmed entirely on Location in Tasmania

Psychological thriller *The Hunter*, starring Willem Defoe and shot entirely on location in Tasmania, Australia, was released Sunday, March 2 through Video on Demand (VOD) services offered by cable operators across the country before its April 6th United States theatrical release.

Defoe plays a skilled and ruthless mercenary hired by an anonymous company to obtain the genetic material of the Tasmanian Tiger, long believed to be extinct. Disguised as a scientist, he journey's into the Tasmanian Wilderness from his base in a broken-down farmhouse staying with a single mother. Usually a loner, Martin becomes increasingly close to the family and as his attachment to them grows, he is led down a path of unforeseen dangers, complicating his deadly mission.

Featured shoot locations across Tasmania, Australia's Natural State included Mt. Field National Park, Mt. Wellington, the Wet Caves in Mole Creek Karst National Park, Meander Valley Reserve and Cradle Mountain Lake St Clair National Park.

Visit www.discovertasmania.com for more information on Tasmania, *The Hunter's* shoot locations and travel packages inspired by the film.

CONTACT: Gaye Jacobs, Tourism Tasmania
(310) 541-5661 Gaye.Jacobs@aboutdci.com

###



***** PHOTO ALERT *****

**Tasmania Breaks World Record For
Number of Water Skiers Towed Behind One Vessel**

- WHAT:** In the year of the 30th anniversary of the UNESCO World Heritage status, World Heritage Cruises' vessel *Eagle* towed 145 water skiers behind a single vessel, securing another world record.
- WHEN:** Australia Day: Thursday, January 26, 2012 at 7:20am AEDT (Wednesday, January 25, 2012 at 11:20pm EDT)
- WHERE:** The gateway to the South West Wilderness portion of the UNESCO World Heritage Tasmanian Wilderness, Macquarie Harbour in Strahan, Tasmania - Australia's only island state.
- HOW:** Tasmania's Horsehead skiers broke their own record of 114 skiers towed behind a single vessel, set in 2010 at the same location. World Heritage Cruises' *Eagle*, one of only a few commercial vessels allowed into the World Heritage Area, is the only vessel in Tasmania capable of pulling this number of skiers. Special propellers were fitted to the craft to provide enough power to lift 154 skiers. After one nautical mile, 145 skiers remained and the new world record was secured. The record attempt was able to be viewed on a live webcam at www.strahanholidays.com.au.
- WHY:** This record breaking moment was co-incidental with the 30th anniversary of the UNESCO World Heritage status of the adjacent South West Tasmanian Wilderness. The protection of the Franklin and Gordon Rivers in the South West Wilderness portion of the Tasmanian Wilderness is considered the momentous occurrence that awakened the world to the need for conservation and started Australia's Green Movement. Strahan and Tasmania's south west temperate rainforest remains preserved. www.discovertasmania.com

CONTACT: Gaye Jacobs, Tourism Tasmania
(310) 541-5661 Gaye.Jacobs@aboutdci.com

###



Hi,

Tasmania will be exhibiting at the LA Travel & Adventure Show. I was hoping you might have some time to stop by our booth and learn about all the great things 2012 will bring for tourists. Please let me know if you have some time in your schedule for a quick meeting.

Media Contact: Gaye Jacobs

310 541 5661; gaye.jacobs@aboutdci.com

Discover Tasmania at the Los Angeles Travel and Adventure Show

Come to booth #922 and discover why Tasmania, Australia's only island state, reported a year-on-year growth of 19% in visitor arrivals from the North America market, according to the newly released International Visitor Survey (IVS).

Tasmania remains gloriously unspoiled. It is one of the very last places on earth to experience nature as it was intended. But today the island caters to passions as diverse as its natural island's most cherished attributes.

Tasmania offers a fabulous opportunity for adventurous and educational family vacations. We have more than 1,000 mountain peaks, four mild seasons, more than 40 per cent of our Island is protected as national parks and reserves, and we have some of the world's rarest animals.

For history or art lovers, Tasmania can introduce travelers to a thriving art scene as well as galleries and markets. And there are the fabulous tales and the grand sandstone buildings of authentic colonial villages that help define Tasmania's convict past.

Discover Tasmania's booth #922 at the Los Angeles Travel and Adventure Show to learn about what Tasmania has to offer - adventure, wilderness and wildlife, luxury and a rich culture and convict history.

- Tasmania is partnering with Springboard Vacations to educate show attendees on family friendly -vacation packages in Australia.

- Show attendees can visit the booth and enter to win a "Tasmania Family Getaway Kit" which includes fun gifts for both parents and kids.
- Show attendees will have a chance to take their photos with a Tasmanian Devil (much cuter than a real one) and once they log on to Discover Tasmania's Facebook page and "like" Tasmania, they can download their photo.

Visit www.discovertasmania.com for a comprehensive guide to the island.

Thanks & I'll follow up later in the week to see if you have some time in your schedule for a brief meeting!

Cheers,

Gaye

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(310) 541-5661,

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- Seven days medium automatic car rental
- All airport taxes and airline fuel surcharges

The package price is per person based on double occupancy from Los Angeles for departures May 1 – June 8 and July 15 – September 21, 2012. A supplement of \$250-\$500 per person applies for travel outside of these dates. Add-on fares from other U.S. cities are available upon request.

For more information on travel experiences in Tasmania, *The Hunter*, behind-the-scenes video, shoot locations across the island and the movie-inspired Tasmania Wilderness travel package, visit: www.DiscoverTasmania.com/TheHunter.

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***** MEDIA ADVISORY *****

**Film-makers challenged to capture the "Essence of Tasmania"
to win a share of \$20,000 in prizes**

- WHAT:** Film makers have the opportunity to win one of four prizes of AUD\$5,000 (US \$5,321/CA\$5,330) by submitting a three-minute short film in the Tourism Tasmania sponsored "Essence of Tasmania" Short Film Competition.
- WHERE:** Tasmania, Australia's only island state.
- WHEN:** Entries close Friday, April 13, 2012.
- WHY:** The "Essence of Tasmania" Short Film Competition invites filmmakers across the globe to impart their impressions of Australia's Natural State in a creative way via this visual medium. Submissions will be scored on creativity and the ability of the film maker to tell the Tasmanian story in their own unique way.

Tourism Tasmania will use the four winning films to promote the destination around the world through a variety of marketing channels, predominantly through available social media platforms. www.discovertasmania.com

Criteria for entries include:

- Submissions should be less than three minutes long
- Shot in high definition
- Be filmed in English or another language with subtitles

Entries can be themed within the following genres:

- | | | |
|-----------|-------------------|----------|
| • Comedy | • Documentary | • Drama |
| • Romance | • Grand Adventure | • Sci-Fi |

For more information on how to submit an entry to the Tourism Tasmania "Essence of Tasmania" Short Film Competition, visit: www.bofa.com.au.

CONTACT: Gaye Jacobs, Tourism Tasmania
Gaye.Jacobs@aboutdci.com; 310-541-5661



Media Contact: Gaye Jacobs, DCI
(310) 541-5661; gaye.jacobs@aboutdci.com

DISCOVER TASMANIA WITH THE NEW
QANTAS ADVENTURE AIRPASS STARTING AT \$1599

Hobart, Tasmania, Australia (February 2012): Visit Tasmania to go beyond the major Australian gateway cities and find extraordinary adventures in pristine wilderness, unique Aussie culture as well as some of the finest wine and culinary pairings. The new Qantas Adventure AirPass offered by Signature Travel Network travel agents starting at US\$1,599* per person allows easy access to Australia's Natural State.

The Qantas Adventure AirPass includes round-trip economy class air transportation on select flights from Dallas/Fort Worth, New York, Los Angeles, Honolulu to Hobart or Launceston, plus two additional qualifying domestic flights in Australia from Zone 1 for a period of 7-21 days.

For an adventure experience in Tasmania, the Deluxe Adventure package from \$3,488 per person, double occupancy includes the Adventure AirPass and three nights in Hobart at the Hotel Grand Chancellor in a harbor view room with a historic half-day Hobart city tour paired with three nights in Sydney as well as Melbourne.

Contact your Signature Travel Network travel consultant for more information or visit:

<http://www.signaturetravelnetwork.com/find-travel-consultant.cfm>

* Valid for new reservations made by 4/30/12 for select travel dates 5/1/12 – 6/8/12

Visitors to Tasmania can experience the cosmopolitan waterfront capital city of Hobart offering a taste of some of Australia's finest seafood and local wines, as well as being the gateway to the

island's wilderness regions. A short drive takes visitors to the flowing tiers of Russell Falls, the lush fern forests and the world's tallest towering swamp gums in Mt. Field National Park.

For those with more time to spend in Tasmania, they can explore the island's mountains, beaches and untouched rainforests through available guided multi-day walks associated with the Great Walks of Tasmania (www.greatwalkstasmania.com). Whether a beginner or an expert bushwalker, signature options include:

- Bay of Fires Walk: Over four days walk the dramatic beaches of Mt William National Park. End this 14- to 19-mile coastal trek with a night in the architecturally stunning Bay of Fires Lodge.
- The Cradle Mountain Huts: Hike the famed Overland Track on a six-day 43- to 50-mile moderately challenging walk through this UNESCO World Heritage area.
- The Maria Island Walk: A four-day 12- to 25-mile guided walk on a remote island off Tasmania's east coast taking participants on a coastal wilderness adventure.
- The Freycinet Experience Walk: Day hike the Freycinet Peninsula using the Friendly Beaches Lodge as a hub covering 30 miles over four days.

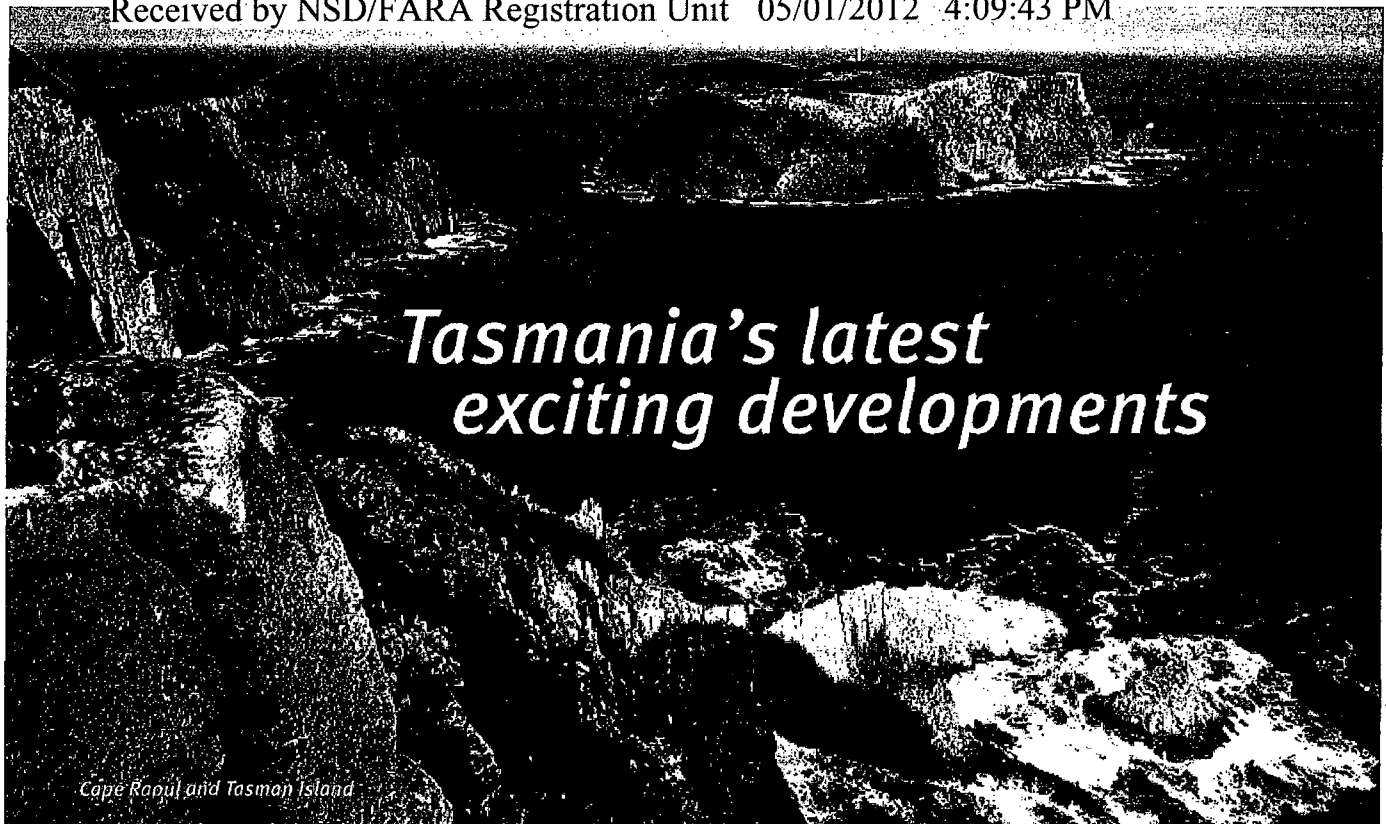
For those that enjoy the finer things, Saffire Freycinet (www.saffire-freycinet.com.au) is Australia's newest luxury coastal sanctuary on Tasmania's East Coast. Delivering a truly inspirational experience, the resort blends mankind and nature with breathtaking beauty.

For more information on Tasmania and developments for 2012 and to request a FREE Tasmania Holiday Planner visit www.discovertasmania.com

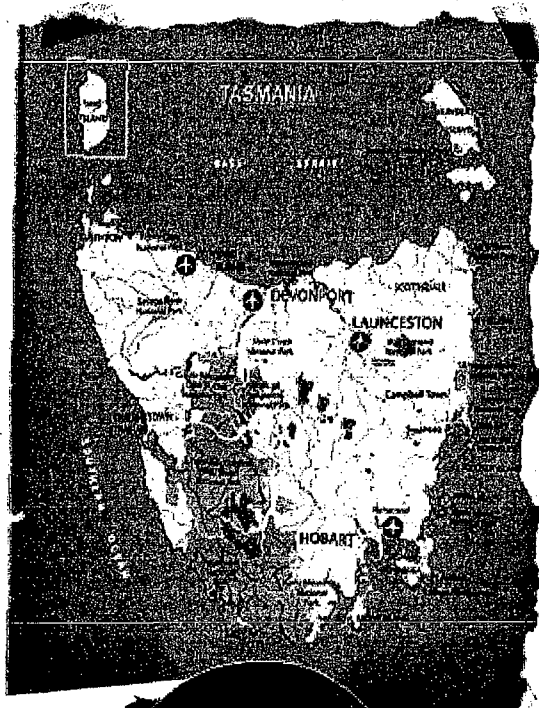
About Signature Travel Network:

Signature Travel Network is a member-owned, travel cooperative, headquartered in Marina del Rey, California, with a regional office in New York City. The network was established in 1956 and today includes 205 member agencies with 385 retail locations throughout USA and Canada. Collectively, Signature members generate over \$5 billion in annual travel sales. www.signaturetravelnetwork.com.

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Experience a getaway of luxury, adventure, wilderness, fine food and wine and boutique accommodation in Australia's southernmost state. Just an hours' flight from Melbourne and two hours from Sydney you'll find a host of new Tasmanian experiences on offer.



An inspiring new walking journey on the Tasman Peninsula

This exciting new multi-day walking experience on the Tasman Peninsula is set to open in November 2013. The five night/six day journey will take in the spectacular three capes of southeast Tasmania's Tasman National Park: Cape Huay, Cape Pillar, and Cape Raoul. The walk traverses rugged coastal scenery, tall eucalypt forests, blond sand beaches, and breathtaking sea-cliffs – amongst the highest in the world. The route is linked with a boat cruise, and there will be well-equipped walkers' cabins along the route.

www.parks.tas.gov.au

Henry's restaurant in the Henry Jones Art Hotel wins awards

Wonderful Henry's restaurant, located on Hobart's waterfront in the sophisticated Henry Jones Art Hotel, has been awarded a prestigious Chef Hat by the Australian Good Food & Travel Guide. Henry's has also won a coveted Gourmet Traveller magazine Wine Glass in recognition of its exceptional wine list and pairing. The Australian Good Food & Travel Guide awards exceptional chefs for ingredients, taste, presentation, technique, value and consistency, and head chef Andre Kropp and his team are delighted to have their efforts in Henry's renowned kitchen recognised.

www.thehenryjones.com/experience/henrysrestaurant

discovertasmania.com





New luxury accommodation at White Sands Estate

White Sands Estate on Tasmania's gorgeous East Coast (between Bicheno and St Helens) is expanding. This picturesque holiday enclave, set close to the beach at Iron House Point, is adding 60 new hotel rooms and several luxury cabins, due for completion by mid-2013. White Sands features a boutique brewery, a funky bar and bistro, a fine dining restaurant and Tasmanian produce providore. There's also a cinema, a heated pool, a tennis court, a canoe lake, a private beach and boat ramp. The expansion adds to White Sands' current self-contained cabin accommodation, making it one of the premier places to stay on Tasmania's East Coast.

www.white-sands.com.au

Get away from it all in the heart of the city at Avalon Coastal Retreat

Set to be a sister property to Avalon Coastal Retreat and Rocky Hills Retreat on Tasmania's East Coast, Avalon City Retreat will soon offer visitors deluxe, environmentally sustainable accommodation in the heart of Hobart. This new concept in accommodation will see the installation of an architecturally-designed pre-fabricated omnipod atop a 9-story office building in the centre of Hobart. The two-bedroom, two-bathroom pod will offer brilliant views over Hobart and the River Derwent, and will be a stylish, private retreat, high up in the city. Avalon City Retreat is set to open in December 2012.

www.avaloncoastalretreat.com.au

Craigie Knowe

Craigie Knowe, located on Tasmania's beautiful East Coast, was built in 1832 and recently renovated. This luxurious private retreat is offered on a whole-of-house basis, with three bedrooms accommodating up to six guests. Gourmet food baskets are available on request and guests may choose to have their own host, chef and winemaker to cook, educate and entertain. Surrounded by vineyards, Craigie Knowe is within easy reach of the Freycinet National Park and the historic townships and beaches of Tasmania's East Coast. The property is a 90 minute drive from both Hobart and Launceston.

www.craigieknowe.com.au

New luxury boutique accommodation – 28 Gates

A sixth generation family-owned grazing property dating back to 1862 is now offering the latest luxury boutique accommodation in the Derwent Valley, one hour's drive northwest of Hobart. Tucked away in a hidden valley on the property "Bloomfield", 28 Gates is a masterful conversion of farm buildings into a truly stylish place to stay. The house sleeps up to six guests in three smart double bedrooms and has extensive indoor and outdoor living spaces. This is a place of expansive views and rural peace: the perfect spot for an away-from-it-all holiday retreat, or a relaxing out-of-town weekend.

www.28gates.com.au

discovertasmania.com

tassietrade.com





Be tempted on a Gourmania Food Tour

Visitors to Hobart are invited to discover a unique slice of local culture, urban history and Hobart's best food and wine on a new Gourmania Food Tour. These tasty new tours lead visitors on a foodie journey in and around Hobart where they are introduced to local cafes, providores, fine restaurants and the talented people behind them – sampling delectable Tasmanian food and wine along the way.

www.gourmaniafoodtours.com.au

Search for the Paranormal at Ghostly Port Arthur

Visitors seeking the scary and surreal can now go ghost hunting at the Port Arthur Historic Site, reputedly one of the most haunted locations in Australia. Thousands have already experienced the atmospheric Port Arthur Ghost Tours – now ghost tour enthusiasts can go one step further with a new Paranormal Investigations tour. During the tour, visitors are invited to use professional test equipment to try and detect the presence of ghosts and other paranormal activity. The investigations will be held monthly from February 2012, or are available as an exclusive group tour on request.

www.portarthur.org.au

Navigators cruise to Port Arthur from Hobart's heart

Visitors can now take a full day cruise to the UNESCO World Heritage site at Port Arthur (and back) from Brooke Street Pier in the heart of Hobart's waterfront. This journey offers awe inspiring scenery, fascinating history and a true taste of Tasmania's rugged coastlines where you can spot local sea life, and wonder at the towering cliffs of Cape Raoul.

www.navigators.net.au

Tasmanian Air Adventures takes off from Hobart

This brand-new seaplane service based on the Hobart waterfront may be the most exciting way to get to Tasmania's most beautiful places. After the thrilling watery takeoff from Hobart's River Derwent, the service's eight seater DeHavilland DHC-2 Beaver flies either to Port Arthur, Wineglass Bay, or into the deep wilderness of the Gordon River on Tasmania's West Coast. Shorter sightseeing flights, include transfers to Tasmania's latest attraction, MONA (museum of old and new art), as well as hotel transfers and custom charter flights.

www.tasmanianairadventures.com.au



Take a delicious herbaceous tour

These unique tours take visitors through the farm gate to meet a diverse group of farmers, providores and producers of fine Tasmanian food and wines – and to taste their delicious produce and learn how it is lovingly provided. Get to know makers and growers of sheep and goat's cheese, saffron, honey, mushrooms, olives, organic beef, fruit wines, olive oil, ice cream – and more. Most of the facilities visited are working farms or factories that do not normally cater for visitors, making these tours a rare insight into growing the top-quality produce Tasmania is well known for.

www.herbaceoustours.com.au

Get high on vertigo

This is the ultimate mobile rock climbing wall and extreme air experience. Vertigo is a sensory adventure that not only allows up to forty different "rock" climbs, but also offers the best and safest way to experience the exhilaration of flight. Vertigo's Extreme Air attraction uses a highly engineered harness to attach you to a pneumatically driven slingshot, boosting you high into the air for an extreme aerial thrill.

www.vertigotas.com.au

Historic Low Head Pilot Station has a makeover

Situated in Northern Tasmania at the head of the Tamar River, the Low Head Pilot Station offers visitors a chance to stay at one of the oldest maritime historic sites in Australia. This newly upgraded heritage listed property now offers a number of accommodation options including a Queenslander-style homestead and cottages, which were once the abodes of lighthouse keepers and their families. Experiences in the area include penguin tours, the Low Head lighthouse, and museum. Accommodation at Low Head Pilot Station can be booked on wotif.com and lastminute.com.

See unique Tasmania with Unique Tassie Tours

Based out of Hobart, Unique Tassie Tours is a new boutique touring company that provides exclusive set tours to the Tasman Peninsula, as well as private charters to almost any Tasmanian destination. Small groups (minimum 2 guests, maximum 4 guests) visit some of Tasmania's most iconic locations, with gourmet Tasmanian food and wine to match.

www.uniquetassietours.com.au

Prestige Leisure Tours: showcasing Tasmania's best

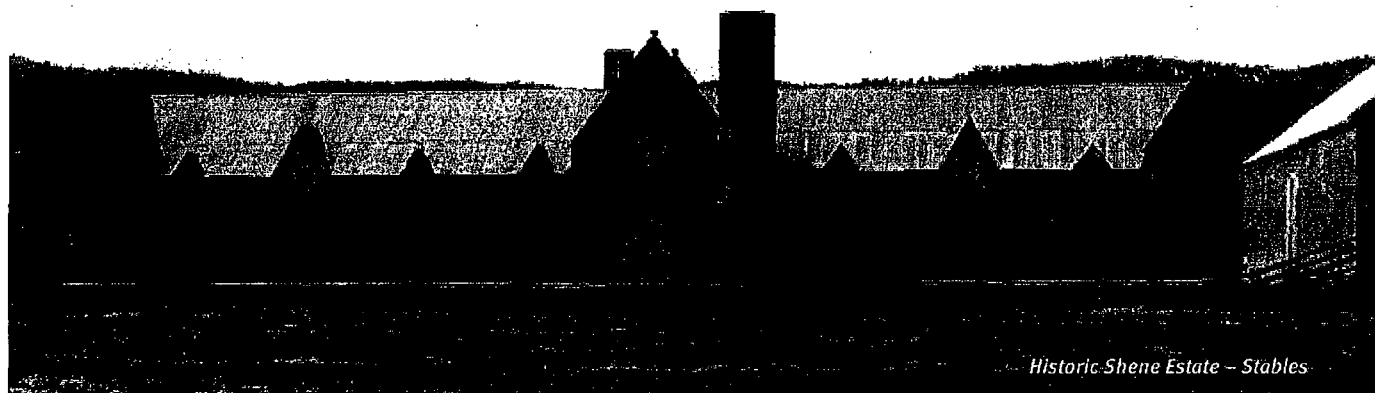
Based out of Launceston, Prestige Leisure Tours offers a new range of unique personalised adventures, blending delicious gourmet Tasmanian food and award winning Tasmanian wines with the natural beauty, heritage and culture that the state is famous for. Prestige Leisure Tours is a Tasmanian owned and operated family business, which takes pride in showcasing the very best of Tasmania.

www.prestigeleisuretours.com.au

discovertasmania.com

tassietrade.com





Historic Shene Estate – Stables

New education & interpretation centre at Lake St Clair

Construction is due to start on a new Education and Interpretation Centre within Sleeping Water Lodge at Lake St Clair in Tasmania's Cradle Mountain Lake St Clair National Park in 2012. The new centre will strengthen Tasmania's offering of wilderness experiences and open it up to new markets of high-end education tourism.

www.parks.tas.gov.au

Launceston's Queen Victoria Museum and Art Gallery (QVMAG) reopens

The Queen Victoria Museum and Art Gallery (QVMAG) at Launceston's Royal Park has officially reopened following extensive renovations. The restoration work has returned the gallery to its original 1890s design: ideal for exhibiting its impressive collection of Tasmanian colonial art, including works by renowned colonial artists Robert Dowling, William Gould and John Glover.

www.qvmag.tas.gov.au

Historic Shene Estate opens to the public

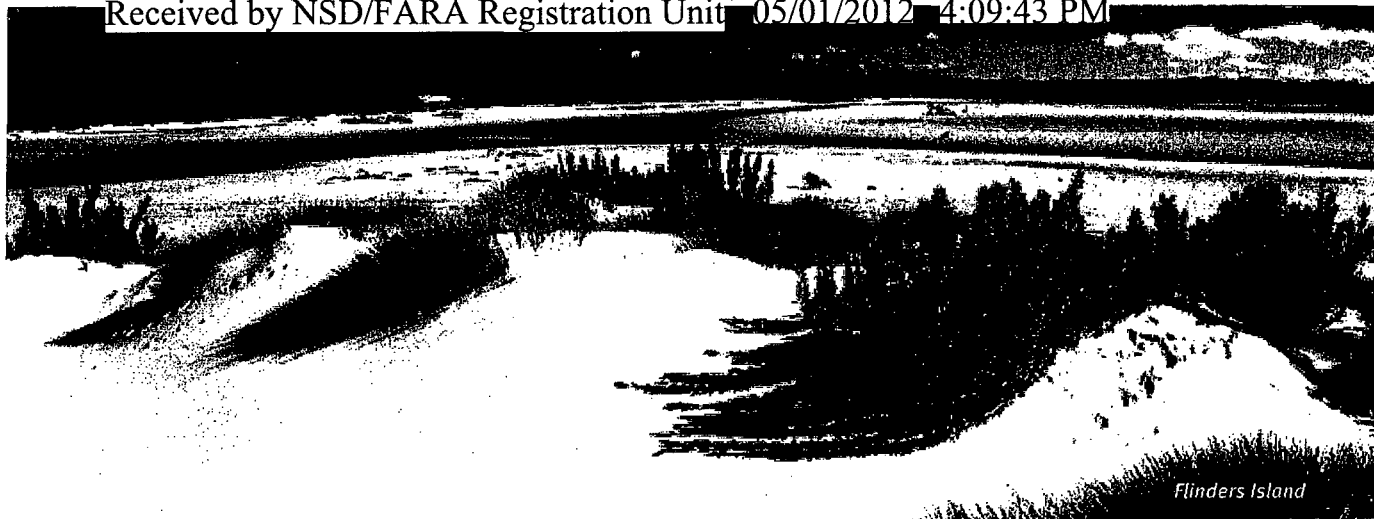
The iconic Shene Estate, located on Tasmania's Heritage Highway, 30 minutes drive north of Hobart has recently opened to the public for the first time, offering exclusive tours of the site. Settled in 1819 and privately owned ever since, Shene Estate has a fascinating history of convicts, free settlers, and the trials and tribulations of growing wheat to support markets in both Sydney and Hobart in Australia's very early history. The walking tours (which include a high tea) are led by the current owners, and give a personal insight into the history of the estate, its architecture, and the families who have lived here.

www.shene.com.au

Hatherley Birrell Collection opens in Launceston

Launceston's latest accommodation property has already been getting rave review from guests. The Hatherley Birrell Collection offers four modern suites, featuring a blend of contemporary and historic artwork, fantastic architecture and first class interior design. The collection includes Hatherley House, a grand 1830s mansion, now divided into two self-contained suites; and two additional apartments, one in a heritage listed 1901 Federation house and another designed and built in 2010. Northern Tasmania's newest luxury accommodation promises guests a highly individual and exceptionally stylish experience.

www.hatherley.com.au



Marion Bay House opens on Tasmania's southern East Coast

Marion Bay House is a new, secluded and luxurious three bedroom escape, created by award-winning Tasmanian architects. Sophisticated and welcoming, Marion Bay House has been born of the vision of its environmentally-aware owners, and of their reverence for the local landscape. Every space here reflects fine craftsmanship and contemporary European design that is crisp, modern and inviting. Located in the lush hills overlooking Marion Bay, the house is a 35-minute drive from Hobart airport and less than an hour from Hobart city.

www.marionbayhouse.com.au

Flinders Island's new clean green airport shuttle

You can now begin and end a holiday sojourn on Flinders Island with a clean-green conscience, thanks to a new sustainable vehicle offered by Flinders Island Car Rentals. The new airport shuttle service provides pollution free transport for both visitors and residents of the island – ensuring that the pristine conditions on Flinders Island are preserved for future generations. Flinders Island is the largest of more than 52 islands in the Furneaux Group which is located between Wilson's Promontory, Victoria and Cape Portland, Tasmania. Set amongst superb natural beauty, the island has a welcoming and friendly community and a fascinating history.

www.ficr.com.au

Factsheets are available from the Tourism Tasmania booth or online at www.tassietrade.com

discovertasmania.com

tassietrade.com





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Tasmania's Premier Links Courses:
Barnboughe Dunes and Barnboughe Lost Farm
Lead Great Golf Courses of Australia Tourism Initiative

Hobart, Tasmania, Australia (February 15, 2012): Tasmania's premier golf links, Barnboughe Dunes and Barnboughe Lost Farm, have been selected for Tourism Australia's new international golf marketing initiative, *Great Golf Courses of Australia*. This collaboration between Australia's premier golf courses, Tourism Australia, Tourism Tasmania and the PGA of Australia will globally position Tasmania as one of Australia's leading golfing destinations.

Rated in the Golf Magazine's 2011 World Top 100 list, the two Tasmanian golfing gems are located on the state's north east coast near the small fishing village of Bridport.

Barnboughe Dunes:

Rated #41 in the World top 100, Barnboughe Dunes was opened in late 2004.

Designed by US architect Tom Doak and Australia's Michael Clayton, this challenging 18-hole links course has been carved from the regions' rolling coastal dunes. These sandy soils create perfect conditions for the fescue blend grass, which in true links style, extends from tee to green.

The course is best exemplified by both the outward and back nine holes, which are striking with 360 degree vistas of the course and dramatic coastline. Its par-71 design does not require brute strength, but allows golfers to exert power to an advantage at certain points. Additional amenities include a public clubhouse and cottage accommodation.

- **Barnboughe Lost Farm:** Rated #82 in the World top 100, Barnboughe Lost Farm is the younger of the two courses, opening for play in late 2010.

Designed by renowned US golf architect duo Coore and Crenshaw, Barnboughe Lost Farm offers golfers a quirky 20 holes (par 78) to play in any given round. During the design phase, the architects routed 20 holes into the plans with the intention of dropping the two weakest holes for the final layout. With the dramatic Dunes framing the design, the architects were unable to pinpoint the two weakest holes in the layout and as such all 20 holes were constructed.

- Lost Farm offers a more diverse routing than Barnboughe Dunes, with steeper, more dramatic dune-scape and fairways that roll both along the coast and inland, adjacent to the Forester River. Barnboughe Lost Farm though also breathtakingly beautiful is dramatically different from its sister course, simultaneously complementing both the surrounding landscape and Barnboughe Dunes. Amenities include an elegant 60-room lodge with restaurant and spa close to the course's club house on the first tee.

Tasmania has a storied golf history with Australia's first round being played near Hobart in the 1820s. This island now boasts more courses per capita than anywhere else in the country. Today, golfers can still step back in time at Ratho Links, Australia's oldest golf course. It's also considered one of the oldest courses still in operation outside of Scotland. This traditional-style course is played with hickory clubs and challenges golfers with several quirky hazards on the original holes such as field hedges, vegetable gardens, rock walls, irrigation canals and sheep yards. The Australasian Museum of Golf is located adjacent to this historic course.

Beyond Barnboughe Dunes and Barnboughe Lost Farm, Tasmania offers golfers excellent 18-hole courses including the championship fairways and greens of Royal Hobart, Tasmania Golf Club, Kingston Beach and Claremont in the south, and Launceston Country Club, Devonport and Ulverstone in the north. Other memorable golfing experiences in wild places include:

- **Quamby Estate:** Play the refined nine holes lined with English ash, elms, hornbeams and ancient oaks on the grounds of this luxury lodge.

- **Tasmania Club in Hobart:** Golfers tee-off on the challenging third hole, modeled on the famous 18th at Pebble Beach.
- **Claremont Golf Course:** Dramatic views over the River Derwent and Mt. Wellington from all nine holes.
- **The Tasman Club:** Located near Port Arthur, an hour south of Hobart on the Tasman Peninsula, the par 3, eight-hole boasts a tee shot that has to reach a pocket-handkerchief green on the far side of a deep chasm where vertical sea cliffs plummet down to surging ocean swells and tossing bull kelp, far below.
- **Tarraleah Golf Course:** Play Australia's highest course with nine holes in the heart of the Tasmanian wilderness.

For more information on Tasmania's golfing experiences, visit www.DiscoverTasmania.com

For more information on the Great Golf Courses of Australia initiative, visit:

www.greatgolfaustralia.com.au

For more information on Tasmania and developments for 2011 and to request a FREE
Tasmania Holiday Planner visit www.discovertasmania.com

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About 20 per cent of Tasmania is World Heritage Area. But not all of the green found in the state belongs to ancient forests. Travelers are also packing woods and irons for their adventures to Australia's island state. With sweeping seaside links bordered by surf beaches – the emerald fairways and velvet greens of championship 18-hole courses – spectacular cliff-top holes with wide ocean views –these are just some of the experiences that bring keen golfers from around the world to follow their passion in Tasmania.

Australia's first round of golf was played near Hobart in the 1820s. Tasmanians now are spoiled for fairways and claim more courses per capita than anywhere else in the country. Today, the island has more than 80 golf courses, most run by clubs and a sprinkling of public courses too. No matter which fairway you tee off from, there will be a warm Tasmanian welcome waiting.

Excellent 18-hole courses include the championship courses of Royal Hobart, Tasmania Golf Club, Kingston Beach and Claremont in the south, and Launceston Country Club, Devonport and Ulverstone in the north. Tasmania also offers some of the most spectacular golfing backdrops. The magnificent Barnbougle Dunes and Barnbougle Lost Farm Links near Bridport, are both true seaside links in the authentic Scottish style and are widely acclaimed as two of the nation's finest golfing experiences.

Find layouts with scenic seaside greens on King Island and the Tasman Peninsula – get it wrong from the spectacular cliff top tee at the Tasman Club's par-3 eighth at Storm Bay, near the Port Arthur convict settlement, and bid adieu to your ball as it disappears into a rock gorge then kamikazes to the ocean far below. At the Tasmania Club in Hobart, tee-off on the challenging third hole, modeled on the famous 18th at Pebble Beach. The Claremont Golf Course, on a scenic peninsula jutting into the River Derwent, has views of the river and Mt. Wellington from all nine holes!



Top-ranked Barnbougle Dunes and Barnbougle Lost Farm

Barnbougle Dunes is a links course on the north-east coast of Tasmania. It is sculptured between dunes rising from Bass Strait and a sprawling farm. The clubhouse is set on a dune between the 9th and 18th greens and the deck reaches for the nearby beach.

The course has been described as a work of art, designed by the famed Coore and Crenshaw team. Since it opened in 2005, Barnbougle has been ranked as the number one public-access course in Australia and the seventh-best public access course in the world. US Golf Digest ranked Barnbougle number 35 in the world.

The adjacent second course, the Lost Farm, is on the opposite bank of the Forester River and designed by the same winning team as the first links. It has been described by Bill Coore "as good, if not better" than the site of the first course. This second course is also open for public access. There is course-side accommodation – a lodge-style retreat of approximately 60 rooms.

Both links were developed by Barnbougle Dunes and The Lost Farm owner Richard Sattler with strong support from close friend and business associate Mike Keiser. Keiser is a Chicago businessman and owner of Bandon Dunes Golf Resort in Oregon.

www.barnbougledunes.com; www.thelostfarm.com.au

Australia's Oldest Golf Course

The Ratho Golf Links at Bothwell on Tasmania's central highlands/central Tasmania were first enjoyed by the pioneering Reid family, who emigrated from Scotland in 1822. Ratho is Australia's oldest golf course and the oldest outside of Scotland.

Several quirky features on the original holes of note are: Bunkers, 'hazards' such as hedges, vegetable gardens, rock walls, irrigation canals, and sheep yards will be put into play.

Visitors can play a round with hickory clubs. There is also the timeless appeal of great short holes.

The developer of Ratho was involved in the creation of Barnbougle Dunes and the aim is to deliver a similarly memorable and relevant experience – through the historical integrity, charm, and challenge of the golf holes.

www.rathogolf.com



Luxury, Golf and Heritage at Quamby

Quamby near Launceston in the state's north is one of Tasmania's most prestigious and historically important properties. Built between 1828 and 1838, Quamby was for several years the home of a premier of Tasmania but now is a suitably grand luxury lodge.

The groomed 9-hole course is lined with English ash, elms, hornbeams and ancient oaks, some more than 100 years old. The fairways have magnificent views to the Ben Lomond Ranges in the east and the Great Western Tiers to the south. Other considerable assets include the nine lakes, cascades, creeks and three challenging Scottish-style bunkers. The beautifully groomed bunkers are from specially refined Scottsdale sands and are a major feature of the course. The 8th hole (576 meters/630 yards) is the longest par 5 in Tasmania.

The original manager's office and home, circa 1850, are now the club house. This Georgian-style building is complemented by an adjoining bar for golfers and guests. Clubs and buggies are available for hire and caddies available on request.

Five rooms are available for guests but Tasmanian heritage architect David Denman and interior designers Pike Withers recently restored of the homestead wings and out buildings. There are now 17 rooms at this luxury lodge. Standard and deluxe accommodation packages are available.

www.quambyestate.com.au

Highest Golf Course in Australia

It is just an eight-minute walk from the remarkable Tarraleah Lodge to one of the highest golf courses in Australia. This isn't a championship course but one for those who delight in the sheer enjoyment of the noble game.

This beautiful course, some 60 years old, winds through the mature gum trees which tower over the fairways. All nine of the beautiful holes are kept manicured with the help of the resident wallabies. There are plenty of kookaburras too who, if their timing is right, will laugh at every one of your playing partner's shanks.

After the golf you can return to the Lodge to ponder the round (as well as the nearby trout fishing) while soaking in a cliff top hot tub. Or soak up the atmosphere of the Library Bar. It boasts a selection of more than 200 fine malt whiskies from around the world.

The Lodge and the Tarraleah is 70 miles, or a two-hour drive, north-west of Hobart.

www.tarraleahlodge.com



City Golf Course

Country Club Tasmania near Launceston has an 18-hole golf course, designed in 1982 by renowned golf course architect Mike Wolveridge and British Open champion Peter Thomson. Challenging fairways, water hazards and fast greens feature on this meticulously maintained course. Coaching is available from a resident pro. There is a fully-stocked pro-shop with equipment and motorized carts available for hire and purchase. The course is open seven days a week.

There is a selection of first-class course-side accommodation; from beautifully appointed manor suites, deluxe rooms to self-contained 1, 2 and 3 bedroom villas. Country Club Tasmania's Terrace Restaurant is one of the finest in the state.

www.countryclubtasmania.com.au

Tasmania's Golf Champion – Mat Goggin

Tasmanian golfer Mathew Charles Goggin was born on June 13, 1974 in Hobart, Tasmania. As an amateur, Goggin won the 1995 Australian Amateur, played at Huntingdale Golf Club in Melbourne, Victoria, finishing 2 & 1 over American Jamie Crow. He also won the 1995 Tasmanian Amateur, played at Seabrook Golf Club in Wynyard, Tasmania, over fellow Tasmanian Peter Toogood.

Goggin is currently a member of the PGA Tour. His best PGA Tour year-end money list finish was in 2008 when he finished in 40th. Before playing in the United States, he played in Europe. He was a member of the Challenge Tour in 1996 and played on the Challenge Tour and the European Tour in 1997. He was also a member of the European Tour in 1998. He also played on the PGA Tour of Australia.

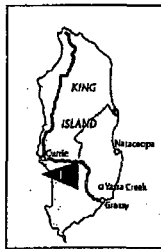
Nationwide Tour Victories:

(4) 1999 NIKE Lehigh Valley Open, NIKE Omaha Classic, 2011 Panama CLARO Championship and Preferred Health Systems Wichita Open
International Victories:

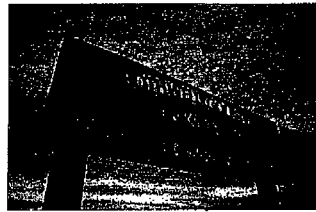
(2) 1996 Dutch Open and 1998 Australasian Tour Championship

Current Best Nationwide Tour Finishes:

(1) Panama CLARO Championship, Preferred Health Systems Wichita Open; (2) South Georgia Classic Presented by First State Bank and Trust Company; (T4) Fresh Express Classic at TPC Stonebrae; (T6) Nationwide Children's Hospital Invitational and (T8) News Sentinel Open Presented by Pilot

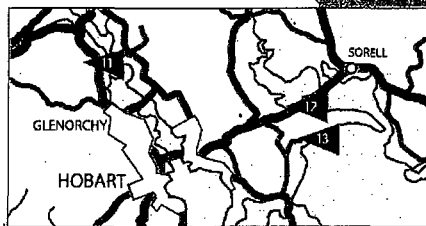
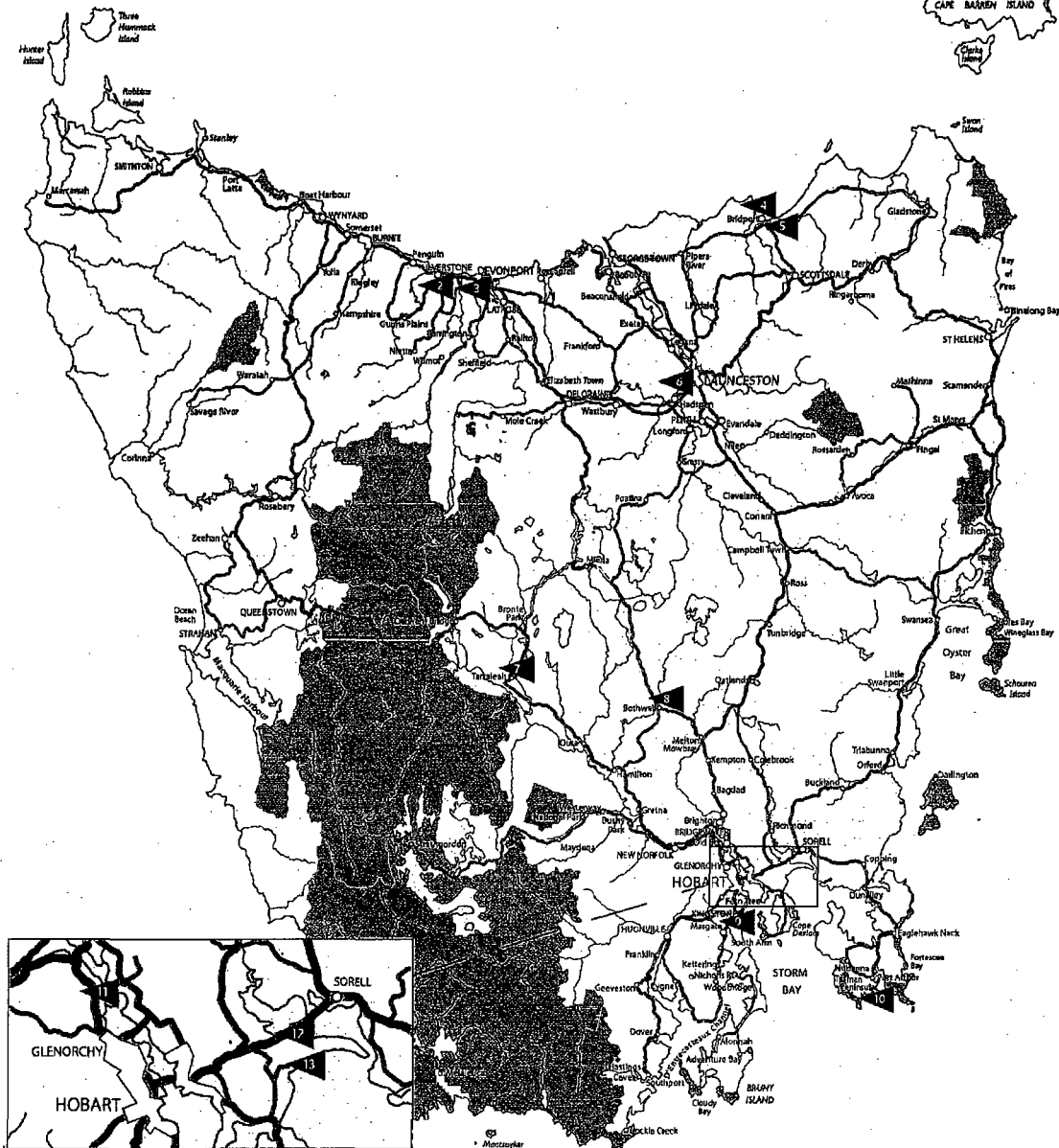


Australasian Golf Museum, Bothwell



The museum, situated in the rural town of Bothwell, was started in 1995 by former Australian Amateur Champion, Peter Toogood. Memorabilia dates from 1880 and includes items such as photographs, trophies, golf equipment and clothing. Nearby is Ratho Golf Links, the oldest golf course in the Southern hemisphere. Allow time to browse and enjoy. Golf clubs are available for hire.

Market Place, Bothwell Ph: 6259 4033 Fax: 6259 4033
Museum open times: Sunday to Friday 10am - 4pm
November to May: 11am - 3pm June to October.



- | | | |
|-----------------|----------------|-------------------------------|
| 18 Hole Courses | 1 King Island | 8 Ratho Golf Links and Museum |
| 9 Hole Courses | 2 Ulverstone | 9 Kingston Beach |
| | 3 Devonport | 10 Tasman Golf Club |
| | 4 Barnbougle | 11 Claremont |
| | 5 Lost Farm | 12 Tasmania Golf Course |
| | 6 Country Club | 13 Royal Hobart |
| | 7 Tarraleah | |



Where

Latitude 40° south, longitude 144° east.

Features

Australia's smallest and most southerly state is about 250 kilometres (150 miles) south of the Australian mainland.

About the same size as the Republic of Ireland and a little larger than West Virginia, Hokkaido Japan or Switzerland, Tasmania is 315 kilometres (189 miles) from west to east and 286 kilometres (175 miles) north to south. The main island is at the centre of an archipelago of more than 300 islands, with a coastline of more than approximately 5400 kilometres (1864 miles).

Climate

Tasmania has a mild, temperate climate with four distinct seasons. The climate is a maritime one, rarely extremely hot or extremely cold. Summer is from December to February when the average maximum temperature is 21° Celsius (70° Fahrenheit). Winter is from June to August with an average maximum temperature of 12° Celsius (40° Fahrenheit).

Annual Rainfall

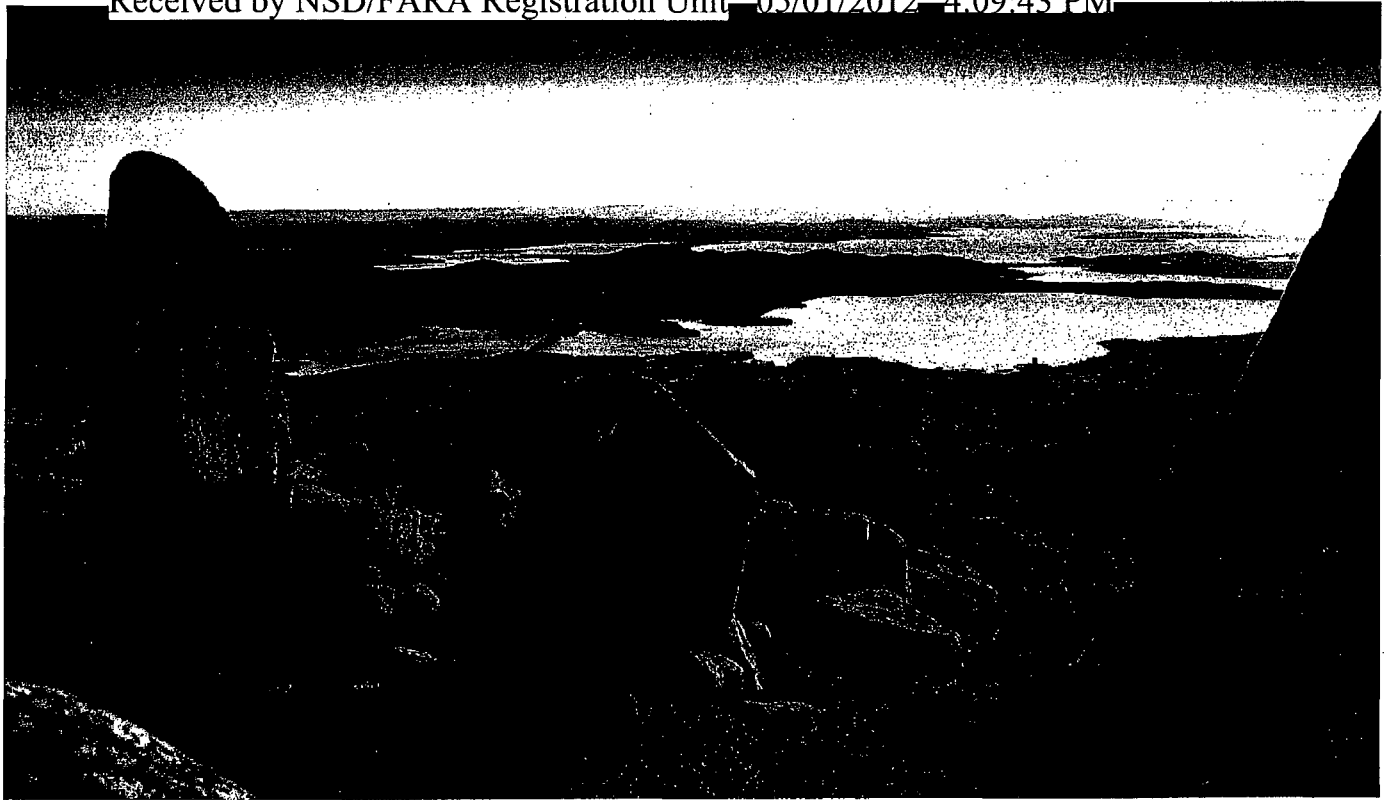
The average rainfall over Tasmania in 2008 was 986mm. Hobart has the second lowest rainfall (after Adelaide) of all Australian capital cities, with an average annual rainfall of 626mm (Australian Bureau of Meteorology).

Island Population

Tasmania's population is 502,600 people (estimated as at 30 June 2009) and its capital city, as of the 2006 census, there were 205,566 people in the greater Hobart area. According to the census, approximately 12.0 per cent of greater Hobart's residents were born overseas, commonly the United Kingdom, New Zealand, Germany and the Netherlands.

Capital City

Nestled at the foot of Mount Wellington (1271 metres or 4169 feet), Hobart overlooks the wide River Derwent, where schools of dolphins can be seen from nearby beaches. Rich in character, its historic centre features colonial Georgian and Regency buildings. Hobart's harbour bustles with fishing vessels, yachts and cafes by the sea.



Land Information

The mountain ranges of Tasmania's South West date back 100 million years when ancient sediments were deeply buried, folded and heated under enormous pressure to form glistening white quartzites and schists. In the South West and central highlands, there are remnants of a dolerite plateau cap mountains such as Precipitous Bluff and Tasmania's highest peak, Mt Ossa. Nearly 37 percent of Tasmania is made up of World Heritage Area, National Park, Conservation Area's and Reserves (data retrieved May 2007).

Flora

Vegetation is diverse, from alpine heathlands and tall open eucalypt forests to large areas of temperate rainforests and moorlands. Many plant species are unique to Tasmania; their ancestors grew on the ancient supercontinent called Gondwana, before it broke up 50 million years ago. Unique native conifers include Huon pines, with one strand of the trees on Mt Read estimated to be up to 10,000 years old. Kings lomatia, commonly known as Kings Holly, and probably the oldest living plant on earth, was discovered in 1937. Botanists have determined that only 500 specimens of the plant exist in Tasmania's remote south-west wilderness and believe that one of the plants, which reproduce by cloning, has lived in the area for at least 43,000 years.

Fauna

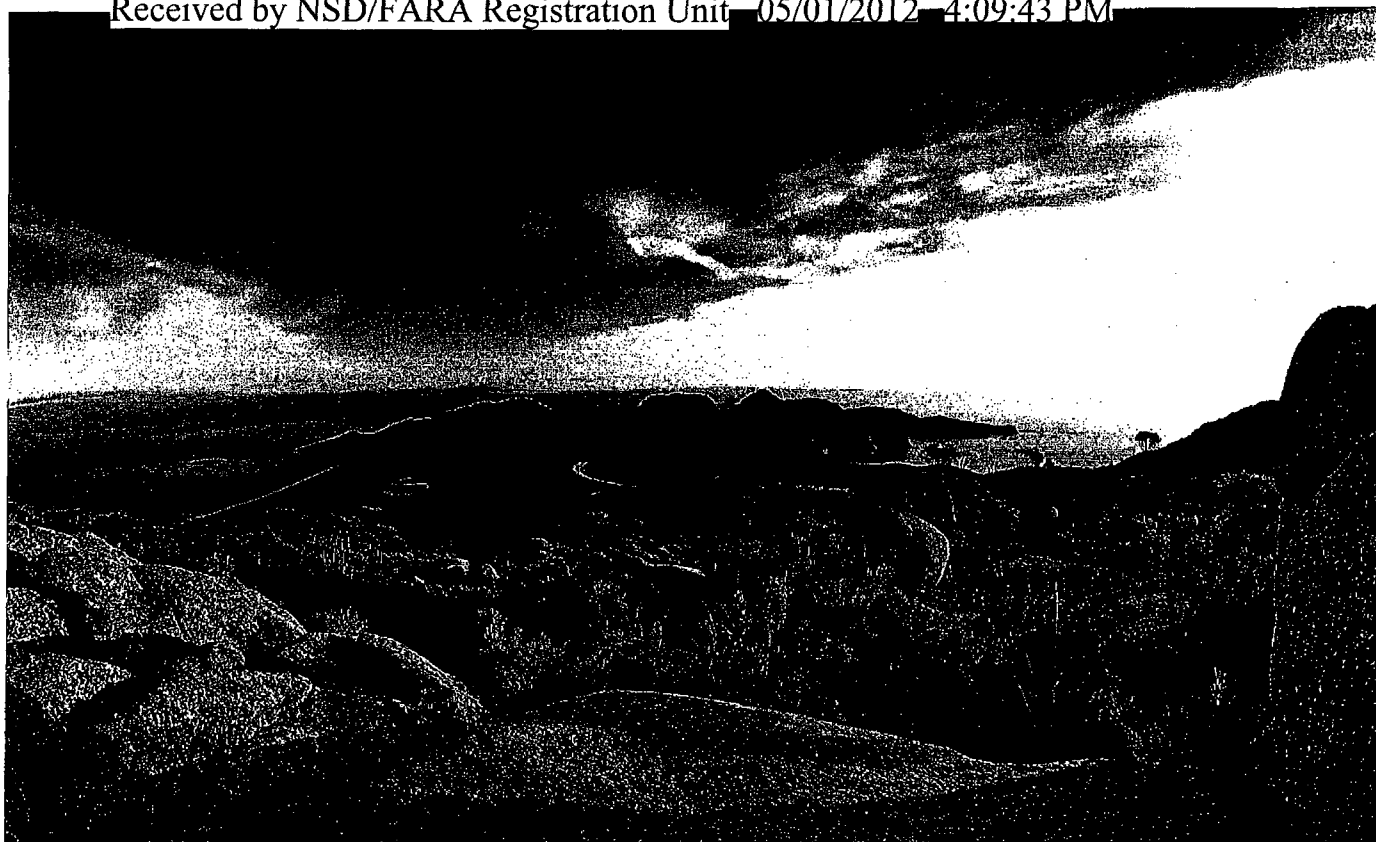
Tasmania is the last home of several species that once roamed the Australian continent. It is the only place to see a Tasmanian devil, eastern quoll and spotted-tailed quoll in the wild. The striped Tasmanian tiger, or thylacine, was Australia's largest carnivorous marsupial and is a modern-day mystery. The last documented tiger died in captivity in 1936 and though the animal is considered extinct, there have been many unsubstantiated sightings since then.

History and Heritage

Aboriginal people have lived in Tasmania for about 30,000 years, well before the last Ice Age. They were separated from the Australian mainland about 12,000 years ago when the seas rose to form Bass Strait and flooded the landbridge.

Tasmania was originally named Van Diemen's Land by the Dutch explorer Abel Tasman in 1642. The island was settled by the British as a penal colony in 1803 and the name was changed to Tasmania when convict transportation stopped in 1853.

Tasmania has preserved a rich legacy of heritage, including Australia's oldest continuously operating theatre, the Theatre Royal in Hobart; the country's first Jewish Synagogue, still in use in Hobart; and its oldest golf course, in the historic town of Bothwell. The nation's oldest bridge and church are at Richmond, and on the corner of Murray and Macquarie streets in Hobart, the only remaining Georgian Intersection in the country. Many colonial dwellings are in use as private homes or tourist accommodation.



Economy

The Tasmanian economy comprises a number of niche industries: high speed catamaran ferries are literally shipped all over the world, while The Wooden Boat Centre School of Boatbuilding has established a new industry preserving the skills and traditions of another age. Tasmania is a natural larder: clean air, unpolluted water and rich soils help produce speciality cheeses and dairy products, mouth-watering seafood, Atlantic salmon, beef, premium and boutique beers, fine wines, specialty honey, mineral waters, fine chocolates, fresh fruits, and crisp vegetables. Other export agricultural products include essential oils such as lavender, premium wool popular in Europe and Japan, and pharmaceutical products.

Getting to Tasmania

Travel is easy, whether by air from Melbourne, Sydney, Brisbane, Adelaide or Canberra, or by sea from Melbourne. Passenger and vehicle ships – Spirit of Tasmania I and II – operate overnight crossings, with additional day-time crossings during peak summer periods. For more information visit: www.spiritoftasmania.com.au



Adventure experiences in Tasmania can be like the island's spectacular landscape – unspoiled and deeply personal. With one of the last great temperate wilderness areas on Earth, Tasmania is a huge outdoor playground. The island is about the same size as the Republic of Ireland, West Virginia in the United States or Hokkaido in Japan yet offers a fiercely diverse environment, from sweeping beaches to alpine tarns and ancient rainforests. It is a paradise that is shared with visitors in an environmentally friendly way through more than 300 adventure and eco-tours. Their challenge ratings cross all levels from paddling furious whitewater rapids on the unpredictable Franklin River to cruising massive sea caves.

Trekking or Hiking

Tasmania's tracks and trails are world-renowned. If you're a bushwalker, there's no better place to be.

- 40 per cent of Tasmania is protected in National Parks and World Heritage Areas.
- A diverse and ancient landscape offering accessible wilderness.
- The compact island is home to unique plant and wildlife.

Tasmania offers walking experiences for all levels of fitness and challenge and visitors can walk for a few minutes or a few weeks. There are more than 60 short walks that take you into rainforests, along ancient sea cliffs, beside turquoise seas and over jagged mountain peaks. You can walk the coastal beaches of the Bay of Fires or head deep into the southwest wilderness and feel like the only soul on earth.

Or explore over 300 of the most beautiful kilometres on earth with the Great Walks of Tasmania. This group comprises Tasmania's iconic multi-day guided walks and include The Maria Island Walk, Bay of Fires Walk, The Freycinet Experience Walk, The South Coast Track, The Tarkine Rainforest Track, Walls of Jerusalem Experience and Cradle Mountain Huts. Guests trek through World Heritage Areas and national parks and can relax in lodge standard accommodation while savouring gourmet food and wine at the end of each day.

www.greatwalkstasmania.com www.parks.tas.gov.au

Cycling

The state's quiet backroads are a haven for cyclists. Explore the island's colonial past, staying in heritage bed and breakfast accommodation. Watch the sun rise on Mt Wellington in Hobart then wind your way down from the summit through fresh water springs, rock screes and rainforests all the way through to the eclectic Salamanca Place and the city's busy waterfront. Get off the beaten track for days on end, with options for combining canoeing and walking stages.

discovertasmania.com





You can hire a bike, helmet and other equipment from a number of operators in Tasmania's major towns as well as book cycling tours. For more information about cycling in Tasmania, visit Bicycle Tasmania at www.biketas.org.au

Mt Wellington Descent is a guided bike tour taking in spectacular views of Hobart and surrounds. For further information visit www.mtwellingtondescent.com.au

www.farsouthwilderness.com.au
www.islandcycletours.com

www.wellingtonpark.org.au
www.cycling-tasmania.com

www.tasequiphire.com.au
www.tspot.com.au

www.derwentbikehire.com
www.true Tasmania.com.au

Kayaking

Paddle the coastline past massive granite peaks, flaming red in the setting sun at Freycinet National Park. Or head up river on the west coast, gliding through the mist past prehistoric rainforest along the Gordon River. Take a twilight paddle in Hobart's Constitution Dock for a different view of the city. Explore the sheltered coves and waterways of Bruny Island and the D'Entrecasteaux Channel. Kayaking tours range from two hours to several days.

www.freycinetadventures.com.au www.roaring40skayaking.com.au www.hobartpaddle.com.au

Whitewater Rafting

There are a range of graded experiences to suit all levels of ability. Start gently with a Picton River trip on the edge of the World Heritage Area in the south, getting close enough to Tasmania's ancient native Huon pines to touch the drooping branches. At the other end of the scale is the ultimate 10-day challenge on the Franklin River, from Irenabyss to the Great Ravine.

www.franklinrivertasmania.com www.worldexpeditions.com.au www.aardvarkadventures.com.au
www.raftingtasmania.com

Scuba-diving

Immerse yourself in the haunting world of giant underwater kelp forests at Eaglehawk Neck, on the Tasman Peninsula, or dive with dolphins, seals and seahorses in temperate waters that provide visibility ranging from 12 metres (39.4 feet) in summer to 40 metres (131.2 feet) or more in winter. At King Island, dive the many eerie shipwrecks that dot the coastline and swim with marine life that can include southern rock lobsters up to 5.5 kilograms (13 pounds).

www.eaglehawkdive.com.au www.bayoffresdive.com.au www.godivetassie.com.au www.bichenodive.com.au



Trout Fishing, London Lakes

Wildlife Spotting

Tasmania's wildlife is abundant and varied. The state is the last refuge for many animals that once roamed all over the Australian continent. Tasmania is the only place to see in the wild a Tasmanian devil, an eastern quoll, the spotted-tailed quoll and the Tasmanian bettong (with a body like a miniature wallaby and small, round face and ears). The Tasmanian devil, a marsupial the size of a small dog with a bite as strong as a hyena's, is quieter than its fierce reputation, except during feeding time.

Enjoy a night-time vigil to witness scores of penguins coming ashore or venture into the south-west to spot one of the world's rarest and most endangered birds, the orange-bellied parrot. Wander the waterways to spot the elusive platypus or cruise offshore to check out Australian fur seals lounging in the sun – keep a watch out for dolphins or whales on their migratory path. Feed wombats and wallabies at a wildlife park or join an expert guide and learn about the habits of echidnas and brushtail possums. There are opportunities to undertake wildlife spotting across Tasmania.

www.brunycruises.com.au

www.tasmancruises.com.au

www.bonorong.com.au

www.tasmaniandevilpark.com

www.natureworld.com.au

www.devilsatcradle.com

www.seahorseworld.com.au

www.wildthingadventures.com.au

www.bonnetisland.com.au

www.bichenopenguintours.com.au

www.penguintours.lowhead.com

www.eastcoastcruises.com.au

www.freycinetseacharters.com

Fishing

Come and experience one of the world's last great wild fisheries, from world-class fly fishing to the excitement of game fishing in the Southern Ocean.

Cast for wild rainbow, brook or brown trout in the silence of Tasmania's highlands with your choice of premium lodges, or strap in for some big game fish along Tasmania's east coast, where charter boat operators take anglers only 30 minutes offshore for duels with marlin, shark, tuna and yellow-tail kingfish.

There is a reason that Tasmanians own more boats per head of population than any other Australian state, the fishing is top class! There are three types of fishing available in Tasmania:

- Trout Fishing – Tasmania offers the ultimate in trout fishing with its myriad rivers, streams and lakes.
- Game Fishing – Tasmania's game fishing area is home to more than 20 national game fish records.
- Saltwater Fishing – Our estuaries and coastal lagoons are home to feisty bream ready to lunge at your line.

There are a range of fishing charters available around Tasmania.

www.troutguidestasmania.com.au

www.dpiw.tas.gov.au

www.lfs.tas.gov.au

www.tasfish.com

Surfing

Surf Australia's southernmost beaches in Tasmania – an Island surfing paradise. Hot surf spots include the legendary Shipstern Bluff (home to Australia's heaviest waves), Clifton Beach, Eaglehawk Neck, Bruny Island's Cloudy Bay and the big surf of Tasmania's north-west. Tasmanian beaches are almost always uncrowded and like anywhere else in southern Australia, you'll probably need a wetsuit.

www.tassiesurf.com

www.surfingtasmania.com.au



Cruising

Tasmania's maritime culture gives it strong links to the sea and the Island's waterways. High speed catamarans, luxury yachts and specially designed pontoon speedboats will take you from Hobart along the D'Entrecasteaux Channel, up the Gordon River into an ancient rainforest, or through the turquoise waters and pink granite peaks around the Freycinet Peninsula. All the while you'll enjoy the finest Tasmanian food and wine. Combine a wilderness flight into the World Heritage Area in the heart of south-west Tasmania, with lazy days exploring the protected waterways of Port Davey aboard a luxury cruiser. Water activities include short, half-day or full-day river and estuary cruises on vessels ranging from historic wooden boats to luxury cruisers. There are a variety of cruise operators to choose from around Tasmania.

www.peppermintbay.com.au
www.eastcoastcruises.com.au
www.arthurrivercruises.com

www.gordonrivercruises.com.au
www.mariaislandferry.com.au
www.wildthingadventures.com.au

www.derwentrivercruises.com.au
www.brunycruises.com.au
www.tamarrivercruises.com.au

www.freycinetseacharters.com
www.tasmancruises.com.au

Sailing

Join a yacht for a leisurely sail up the Derwent River enjoying the finest Tasmanian wine and cheese, or take two days on the west coast, sailing and exploring rainforests and convict ruins around Macquarie Harbour and the Gordon River. Board a vintage sailing ship in full sail for an adventure tour or a historic sail from Hobart wharf. Tasmania's strong tradition of wooden boatbuilding is preserved at the Wooden Boat Centre School of Boatbuilding, where international students are trained in the timeless craft of building wooden rowing and sailboats.

www.ladynelson.org.au

www.windewardbound.com

www.westcoastyachtcharters.com.au

www.yachtingcharters.com.au

www.helsal.com.au

Abseiling and Rockclimbing

Challenge yourself with the thrill of abseiling on coastal cliffs surrounded by the stunning scenery of Freycinet Peninsula, recognised as one of the most spectacular rock-climbing and abseiling venues in Australia. Or stay in the heart of the city, abseiling and rockclimbing in Launceston's dramatic Cataract Gorge. Tasmania is Australia's most mountainous state and has a wide range of abseiling and rock climbing locations to suit beginners through to seasoned climbers. You can head out on your own or with a guide. There are experienced and skilled commercial guides available that offer a range of climbing and abseiling adventures in spectacular locations. There are also excellent indoor climbing gyms in Hobart and Launceston.

www.indoorclimbing.com/tasmania.html

www.wellingtonpark.org.au

Horseriding

Ride a variety of trails, through fern glades and forest, past lakes and mountains. Short rides, as well as day and extended tours are available. Tasmania's horse-riding specialist operators can tailor an experience to suit your interests and ability.

www.portarthurtasmania.net/horse-riding.htm
www.cradleadventures.com.au

www.cradlemountainhorseriding.com.au
www.highlandstrails.com.au

discovertasmania.com





Ask someone what comes to mind when they think of Tasmania and there is a good chance the first thing they'll mention is the wilderness. This is not surprising when almost half of the state is ancient World Heritage Wilderness, national parks or forest and marine reserves. Some people might also mention Tassie's rich colonial and convict heritage. What is less well known is that there's been a quiet cultural revolution going on in Tasmania. Tasmania, the destination, is changing. Against the well-known background of natural beauty and rich history, a new Tasmania is emerging; one that puts a high value on cultural and artistic endeavours. In Tasmania old world charms are mixing with a new world vision.

Tasmania is an island of inspiration for local artisans and there is a thriving and vibrant art and culture scene with galleries, markets and Australia's largest private museum of art and antiquities at MONA Museum of Old and New Art which opened in January 2011. From King Island and Stanley to Bruny Island people have found Tasmania the perfect place to practice their skills and talents, whether it be crafting a handmade cheese, harvesting the plumpest oysters, writing a best-selling novel or designing an award-winning coastal getaway that treads lightly on the landscape.

MONA Museum of Old and New Art

MONA Museum of Old and New Art opened in January 2011 on the River Derwent just north of Hobart. It houses a diverse collection that ranges from ancient Egyptian mummies to some of the world's most infamous and thought-provoking contemporary art. At a cost of \$US72 million, its location on the River Derwent just north of Hobart, the building's subterranean design and the owner's unconventional and challenging curatorial approach make it a must-see for any visitor to Australia. The collection is currently valued at \$US96 million.

The MONA Museum of Old and New Art has three levels cut into the triassic sandstone of the river bank and includes 5,700 square metres (61,354 square feet) of gallery space, of which 1300 square metres (14,000 square feet) are touring galleries built to international museum standards.

MONA is the only Australian experience that offers visitors a vineyard setting within a 15-minute drive of an Australian capital city, on-site accommodation, world-class fine dining, cellar door tastings, micro-brewery tours, heated pool, sauna and gymnasium, an all-year events program and an internationally significant museum with a café and museum shop. It also offers travellers a new reason to visit Tasmania.

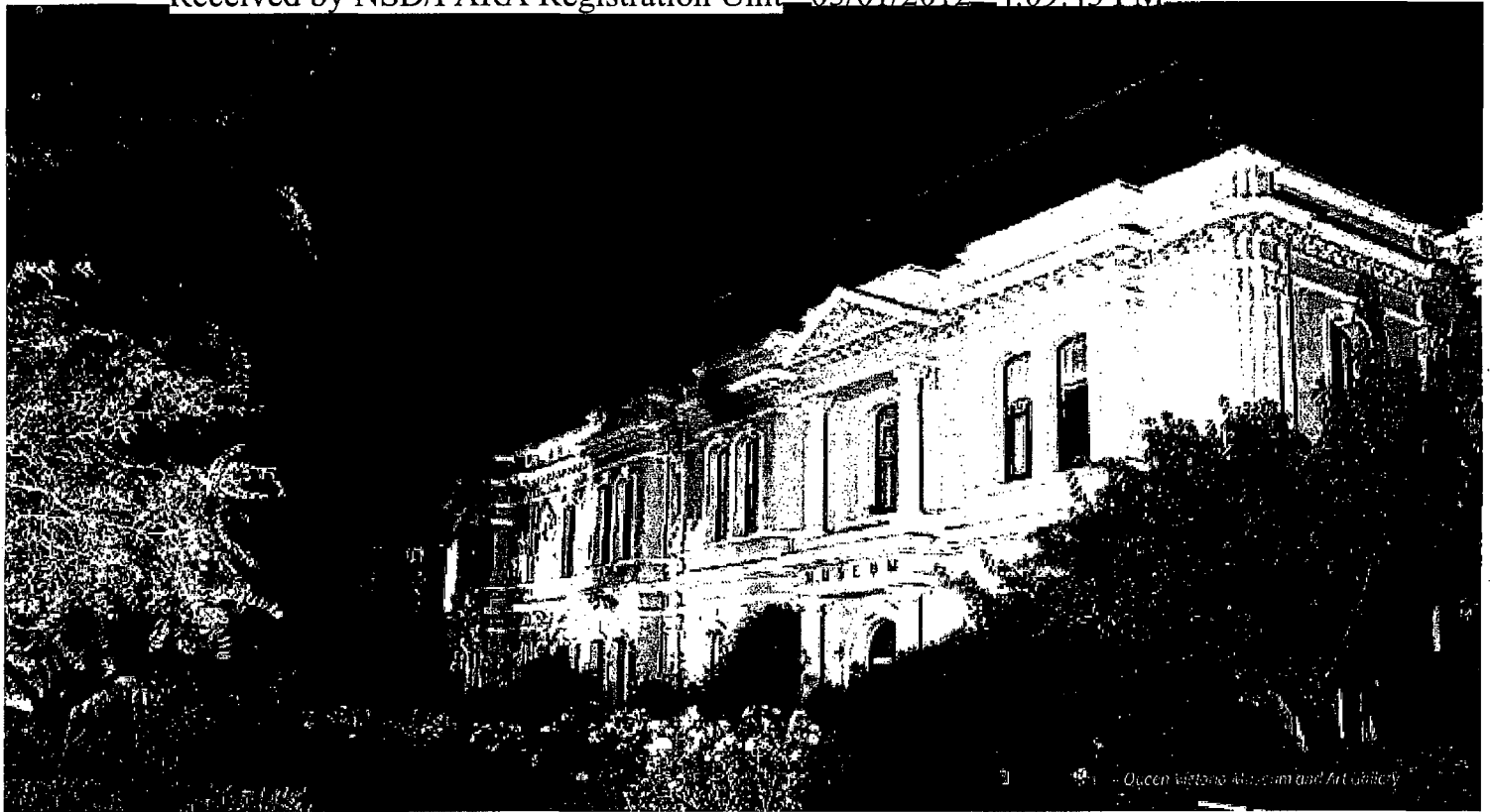
In addition, MONA has eight pavilions featuring ancient and contemporary art (and bits in between), all furnished by leading local and international designers. Each pavilion has its own distinct character and is named after an artist or architect that had an impact on its design.

Entry to the MONA Museum of Old and New Art is free. Itinerary options include a MONA fast catamaran service from the Hobart waterfront or MONA-ROMA mini-bus transport with lunch and curator-led tours; overnight packages with indulgence, wine and food experiences and tailored museum and architectural tours.

Trade inquiries to Andrew Stack: andrew@moorilla.com.au
www.mona.net.au

discovertasmania.com





Tasmanian Museum and Art Gallery

The Tasmanian Museum and Art Gallery (TMAG) collects, preserves, researches, interprets, displays and safeguards the natural and cultural heritage of Tasmania. The Museum is one of the few in the world to combine a history and science museum, art gallery and herbarium and provide free entry to more than 350,000 people a year. Highlights for visitors include the award-winning Tasmanian Aboriginal exhibition Ningennah Tunapry, and the Islands to Ice: Antarctica and the Southern Ocean exhibition.

As well as strong Aboriginal and Antarctic exhibitions, TMAG boasts galleries housing outstanding collections of colonial artists such as John Glover, Medals and Money (numismatics gallery) and Tasmanian fauna, including the mysterious Thylacine (Tasmanian Tiger).

TMAG has a world-class Learning and Discovery program allowing opportunities for education professionals and tourism operators to provide an enhanced visitor experience. The Museum has also embarked on an ambitious redevelopment of the site to allow it to build on its strength as Tasmania's preeminent cultural and scientific institution.

The collections are housed in a precinct boasting the most significant group of historic buildings in Australia and is of continued importance for Aboriginal Tasmanians.

www.tmag.tas.gov.au

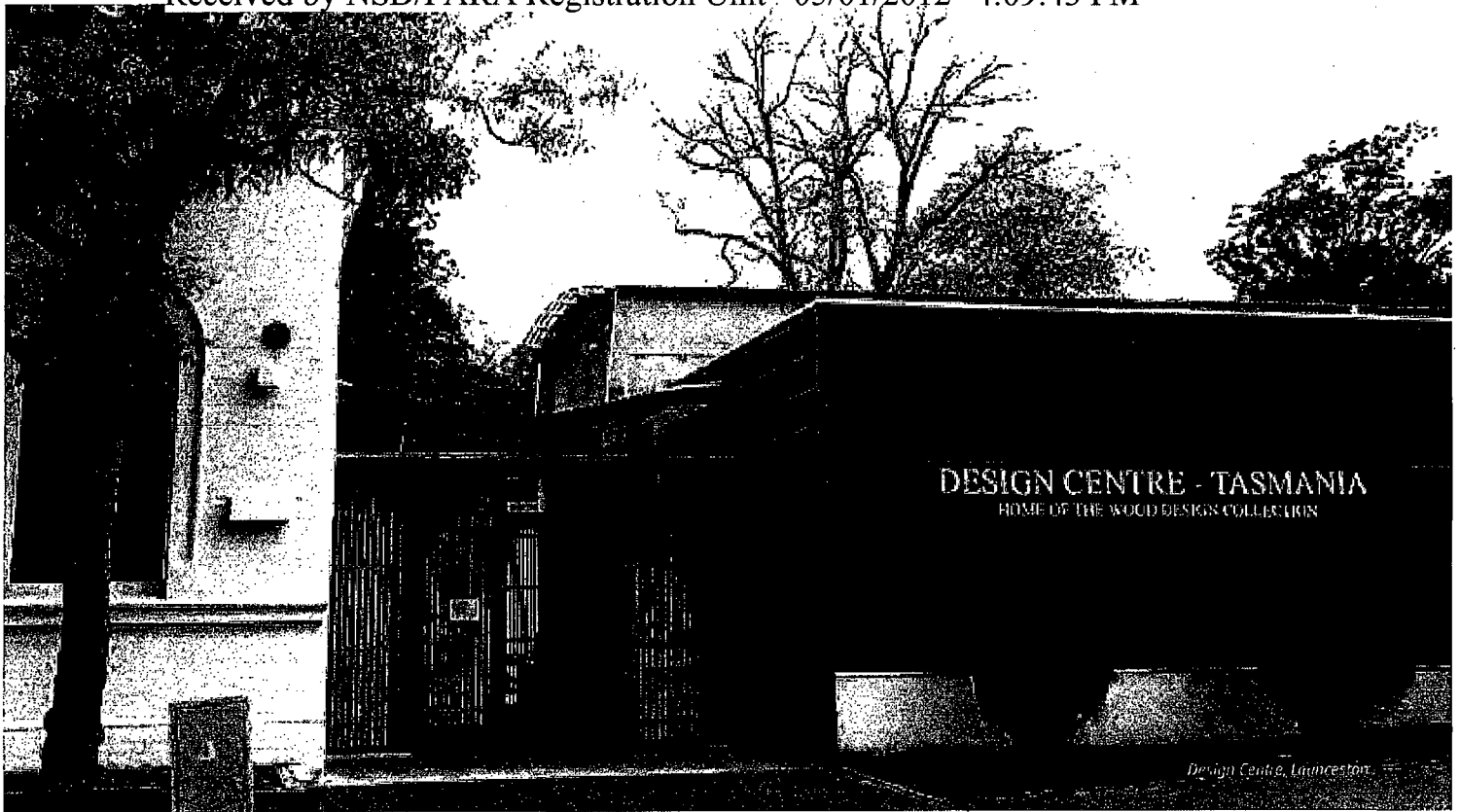
Queen Victoria Museum and Art Gallery

The Queen Victoria Museum and Art Gallery (QVMAG) in Launceston is Australia's largest regional gallery. The QVMAG enjoys a national profile for its collections of Australian colonial art, decorative arts and design, Tasmanian history, and natural sciences. It is located on two sites - Royal Park and Inveresk. The Royal Park site was purpose-built in 1891 and is one of Australia's oldest museum buildings. Currently closed for a significant heritage refurbishment, it will re-open as a dedicated art gallery in 2011. The Inveresk site, opened in 2001, was once the Launceston Railway Workshops. The original structure has been incorporated into a striking contemporary architectural design that features world-class galleries and exhibition spaces. Inveresk also features the Phenomena Factory, Australia's newest and most exciting free-entry interactive science centre, providing hands-on, minds-on, curiosity-on science education for kids of all ages. Inveresk also now has the upgraded Launceston Planetarium and Space Gallery, relocated from its original Royal Park site. This and other exciting projects will reshape the future identity of the QVMAG, define its sites and introduce new programs.

www.qvmag.tas.gov.au

discovertasmania.com





Wood Design

Tasmania has a variety and quality of indigenous timbers unequalled in Australia and the world. Huon pine, King Billy pine, celery top pine, sassafras and myrtle are just a few of the iconic timber special species native to the island and unavailable elsewhere.

As a consequence, Tasmania has become a magnet for designers interested in working with wood. The concentration of craft and design practitioners (as opposed to artists practising in other media) is higher in Tasmania than elsewhere in Australia.

The Design Centre in Launceston is a not-for-profit organisation aiming to support local artists and showcase Tasmania's speciality species timbers to the world. It features installations, one off pieces and commissions, all of which are for sale.

www.designcentre.com.au

smARTmap Tasmania

smARTmap Tasmania is a new online guide to the Tasmanian art scene. It introduces and directs visitors to the extraordinarily rich and diverse range of arts experiences that can be found all over Australia's only island state – ranging from galleries and shops to Aboriginal arts and craft, music, literature, museums and collections, and performing and visual arts. The site allows visitors to search for arts experiences both by art form and specific disciplines, and by region. Keen arts goers can build a wish list of places to visit and create an itinerary and map of where to go.

www.smartmaptas.com.au

ArtBikes

In keeping with Tasmania's clean, green and outdoors image, ArtBikes is the newest way to explore Hobart's art and culture scene. Launched in December 2010, visitors can jump on a bike, free of charge, and pedal their way around the many arts and cultural spots of Hobart using their 'smARTmap' as a guide. Bike lanes criss-cross the city centre and custom designed ArtBike racks will be at many of the stops. ArtBikes are available for pick up from Arts Tasmania at 146 Elizabeth Street and from the Tasmania Museum and Art Gallery at 40 Macquarie Street. To hire a bike, a visitor just needs to have ID - a credit card or passport - and a sense of adventure.

www.arts.tas.gov.au

discovertasmania.com





Saffire – Freycinet

Saffire-Freycinet, a US\$30 million resort near Coles Bay on the Freycinet Peninsula, opened in June 2010 and has a distinct design.

Designed by award-winning Tasmanian architects Morris Nunn and Associates, the buildings are conceptually organic, reflecting the surrounding environment.

The roof is made from curved Tasmanian wood beams, built in a ribbed structure with ply overlay which forms a smooth underlay for the Polyme membrane. Although complex in concept, the build and look of the roof present a very simple view without dominating the entire structure. The glass used has a very low percentage of reflectivity, allowing for maximum impact when viewing the surrounding coastal beauty both during the day and at night.

The interior design for Saffire by Chhada Siembieda is inspired by the natural environment, a pristine coastal landscape. The base palette of materials – stone and timber – closely relates to the landscape with colours, hues and textures that create an almost seamless feel between the inside and outside. Among the custom designed and crafted furniture are original, classic contemporary pieces by luminaries such as Ray and Charles Eames.

Each luxuriously appointed suite has been designed to maintain utmost privacy while taking in the views and natural light. Inside you will find the highest quality in finishes with an eclectic mix of classic and contemporary furnishings providing a distinct feeling of coastal freedom unique to Saffire.

www.saffire-freycinet.com.au

Performing Arts

The Tasmanian Symphony Orchestra

Founded in 1948, the Tasmanian Symphony Orchestra (TSO) is Tasmania's flagship performing arts organisation. A leader in music of the Classical and early Romantic periods, the TSO enjoys a high profile nationally and internationally through its world-wide broadcasts and award-winning recordings.

Resident in Hobart's purpose-built Federation Concert Hall, the TSO has a full complement of 47 musicians. German-born Sebastian Lang-Lessing has been the orchestra's Chief Conductor and Artistic Director since 2004. Declared a Tasmanian Icon in 1998, the TSO enjoys a high level of support in the Tasmanian community. Concert seasons are presented in Hobart and Launceston, and regular tours are made of Tasmanian regional centres.

www.tso.com.au

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 **Tasmania**



Tasdance

The Launceston-based ensemble presents its work to audiences throughout Tasmania, in regional centres and capital cities interstate and, more recently, at international festivals. Tasdance has commissioned work from many distinguished Australian choreographers including Nanette Hassall, Leigh Warren, Natalie Weir, Sue Healey and Paul Mercurio and has nurtured the development of choreographers such as Neil Adams, Sandra Parker and Anna Smith. Each year, Tasdance creates a major theatre season that includes the work of various Australian choreographers. These productions show the broad spectrum of choreographic approaches and styles of contemporary dance.

www.tasdance.com.au

Tasmanian Classical Ballet Company

The Tasmanian Ballet Company provides an official state-wide performing classical ballet company showcasing all major ballet productions (for example, Swan Lake, The Nutcracker) as well as local choreography. The Company has a focus of classicism, and as such appeals to a wide audience. The Company is committed to making high quality classical ballet accessible to all Tasmanians, especially those living in regional areas of the state.

Each performance season the Company contracts between nine and 12 professional ballet dancers, in addition to the Choreographer and Ballet Master.

www.tasmanianballet.com.au

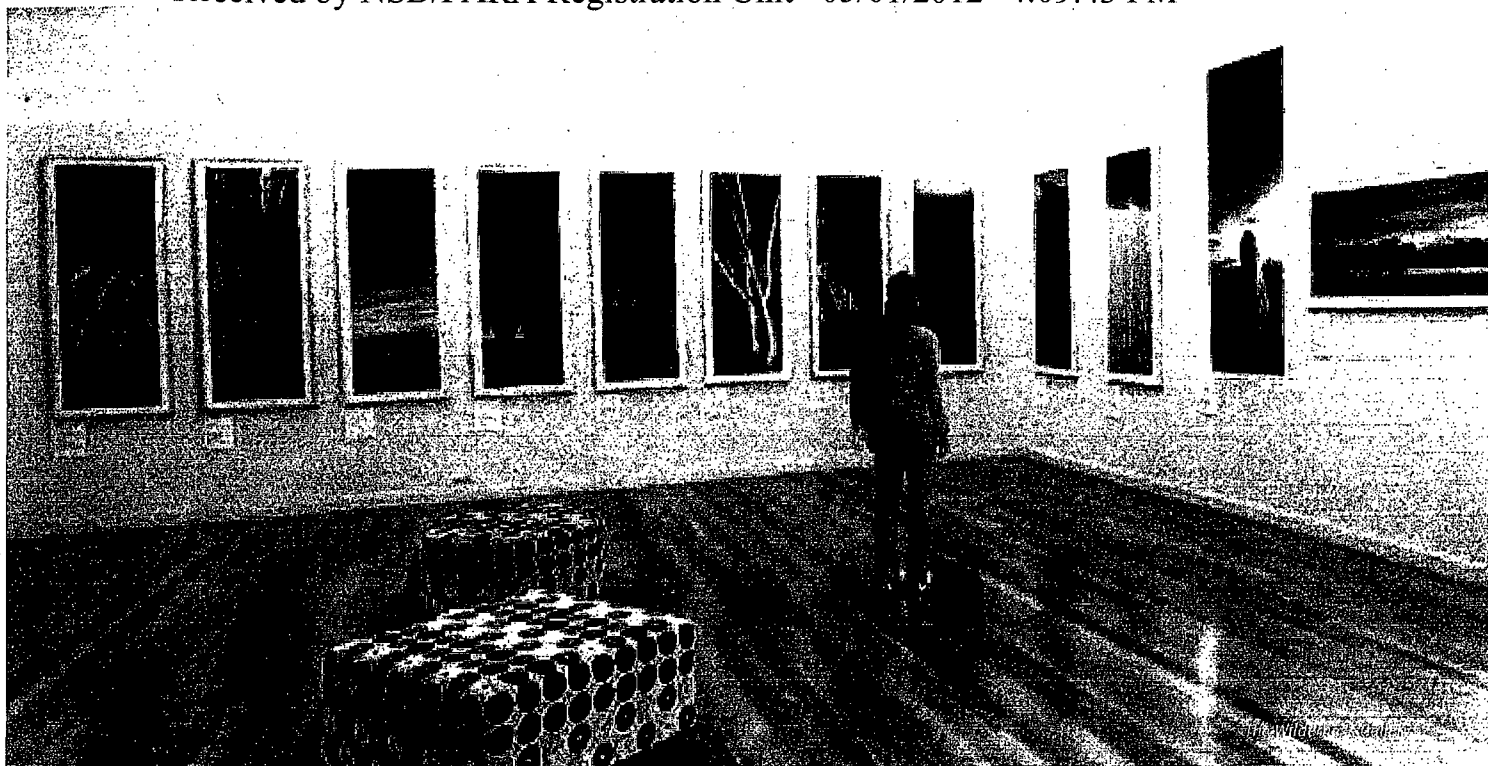
Theatre Royal, Hobart

Hobart's Theatre Royal is Australia's oldest working theatre. Today, the Theatre Royal is a living centre for the performing arts, presenting an annual program of live theatre, contemporary music, dance and entertainment.

www.theatreroyal.com.au

discovertasmania.com





Theatre North, Launceston

Based in Launceston, Theatre North brings quality performing arts and entertainment to the northern Tasmanian community. Theatre North presents an annual season of productions from around Australia and supports the development of locally-produced theatre and dance.

www.theatrenorth.com.au

IHOS Music Theatre and Opera

IHOS (Greek for "sound") is a performing arts company with an international reputation for original music-theatre and opera. Works are multicultural and multilingual, blending voice, dance and sound with installation art and digital technology.

www.ihosopera.com

Regional Arts

Burnie Makers Workshop

A place that honours Burnie's history, makers, innovators and artists. Part contemporary museum, part arts centre and visitor information centre, you can shop for interesting locally made gifts or check out the latest Tasmanian exhibition in the gallery. You can try your hand at making paper and depending on the day, there may be one or several makers working on site for you to chat to.

www.discoverburnie.net

The Wilderness Gallery

The Wilderness Gallery, a unique purpose-built showcase for environmental photography, is located at Cradle Mountain, adjacent to Pure Tasmania's Cradle Mountain Chateau. Beautiful and dramatic images from photographers based in Australia and around the world will excite your imagination, lift your spirits and expand your horizons.

www.wildernessgallery.com.au



Tasmanian Craft Fair

Deloraine

Deloraine is a delightful rural town set in the foothills of the Great Western Tiers mountain range in Tasmania's north. The Tasmanian Craft Fair, Australia's biggest working craft fair, is held here during early November. Here you can try your hand at candle wicking, watch as kites and kaleidoscopes are crafted before your eyes and talk to the creators of fine silkscreen paintings, woodcarvings, lead lights, and hand-blown glassware. However, at any time of the year you'll find a wide selection of fine arts and crafts at the many local galleries.

www.tascraftfair.com.au

Richmond

You'll get the most out of Richmond by wandering its streets. Artists and craftspeople have been drawn to the town for generations, and you'll find examples of their work in galleries and cafes. Browse the many delightful craft shops, galleries, elegant design shops, food and wine stores.

www.richmondvillage.com.au

discovertasmania.com





Tasmania's compelling convict heritage has been officially recognised by the United Nations Educational, Scientific and Cultural Organisation (UNESCO). In July 2010 it was announced that 11 Australian convict sites were inscribed on the UNESCO World Heritage List, five of which are Tasmanian.

The Tasmanian sites are Port Arthur Historic Site and the Coal Mines Historic Site on the Tasman Peninsula; the Cascades Female Factory in South Hobart; Darlington Probation Station on Maria Island; and Woolmers and Brickendon Estates near Longford.

AUSTRALIA

TASMANIA 



Brickendon-Woolmers Estates Tasmania (1820-50s)

Brickendon and Woolmers are two neighbouring estates located on the Macquarie River in northern Tasmania, where convicts were assigned to 'private masters' to undertake agricultural work. The estates, which were owned by the Archer brothers, operated as large farming properties with convict labour from the early 1820s until the 1850s.



Darlington Probation Station Tasmania (1825-32; 1842-50)

Darlington Probation Station, located within the Maria Island National Park off Tasmania's east coast, initially functioned as a convict station and later as a probation station for male convicts. The convict station operated at Darlington between 1825 and 1832 and was set up to relieve pressures on other penal settlements due to the increasing number of convicts. Following the closure of the earlier station, a probation station reoccupied the site from 1842. The location of Maria Island was ideal for a probation station, as it was located away from free settlements and was a difficult place from which to escape.



Cascades Female Factory Tasmania (1828-56)

The Cascades Female Factory was built in a cold valley at the base of Mount Wellington in Hobart. It was separated and hidden from the main colony, yet played a pivotal role in the penal transportation system. Approximately 25,000 female convicts were transported to Australia, comprising only 15 to 17 per cent of the convict population. However, convict women made an important contribution to the development of the colonies through their labour and their vital role in family formation, ultimately leading to greater social cohesion.

discovertasmania.com





Port Arthur Historic Site Tasmania (1830-77)

The Port Arthur Historic Site, located on the Tasman Peninsula, began as a timber-getting station in 1830. The site then operated as a penal station for secondary offenders between 1833 and 1877. Lieutenant-Governor Arthur envisaged that Port Arthur would be 'a place of terror' that combined hard labour and unremitting surveillance. His aim was to produce both useful goods – such as timber and shoes – and useful citizens, with the intent that reformed men rejected their previous lives of crime and embraced a law-abiding future.



Coal Mines Historic Site Tasmania (1833-48)

The Coal Mines Historic Site, which operated as a penal colliery between 1833 and 1848, is located in the north-western corner of the Tasman Peninsula, beside the tranquil waters of Little Norfolk Bay. The Coal Mines played an important role in the development of the colony of Van Diemen's Land. At its peak the Coal Mines held up to 500 convicts plus another 100 people including officers, guards and their families. In 1840, when the assignment system was abandoned, it was reorganised as one of several probation stations established on the Tasman Peninsula.

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Tasmania's Heritage

History and Heritage

Aboriginal people have lived in Tasmania for about 30,000 years, well before the last Ice Age. They were separated from the Australian mainland about 12,000 years ago when the seas rose to form Bass Strait and flooded the landbridge.

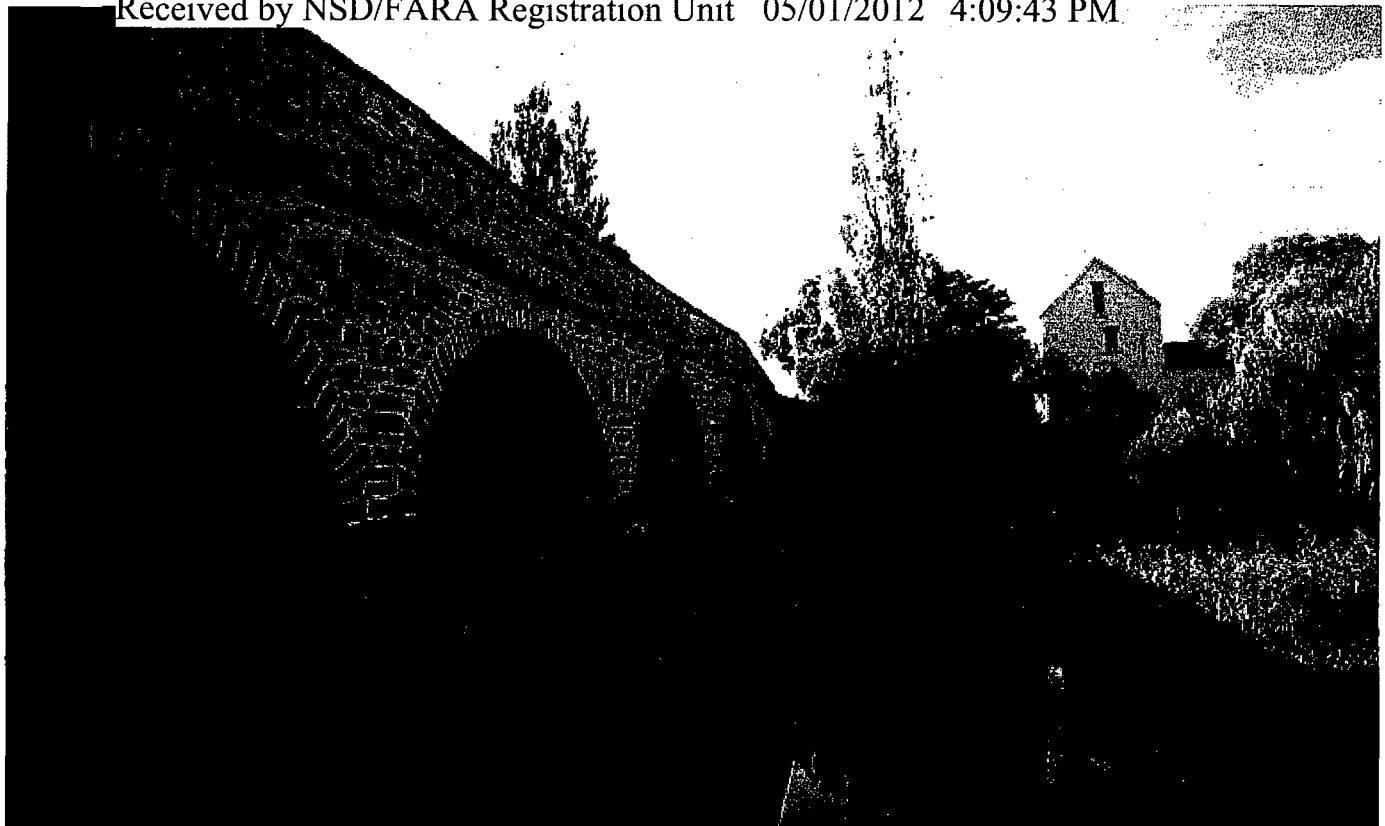
Tasmania was originally named Van Diemen's Land by the Dutch explorer Abel Tasman in 1642. The island was settled by the British as a penal colony in 1803 and the name was changed to Tasmania when convict transportation stopped in 1853.

Tasmania has preserved a rich legacy of heritage, including Australia's oldest continuously operating theatre, the Theatre Royal in Hobart; the country's first Jewish Synagogue, still in use in Hobart; and its oldest golf course, in the historic town of Bothwell. The nation's oldest bridge and church are at Richmond, and on the corner of Murray and Macquarie streets in Hobart, the only remaining Georgian intersection in the country. Many colonial dwellings are in use as private homes or tourist accommodation.

Convict Heritage

Tasmania was originally known as Van Diemen's Land and some 73,500 convicts were shipped from Britain during the transportation period. The convict prisons were built for those convicts who reoffended in Van Diemen's Land. Largely, it is from the prisons in which the stories of convicts and brutality stem.

- Port Arthur Historic Site – Port Arthur was established to contain and punish convicts who reoffended after being transported to Van Diemen's Land. The peninsula landscape provided a natural prison with only a narrow strip of land (Eaglehawk Neck) connecting it to the rest of the island. Today the Port Arthur Historic Site includes over 30 restored buildings (including a brutal solitary confinement jail) and convict ruins through guided tours, galleries, audio tours, and evening ghost tours.
- Tasman Peninsula Convict Trail – takes in seven locations in an area where Tasmania's convict history is most concentrated. They include Eaglehawk Neck, site of the famed Dog Line – a line of dogs chained across a narrow isthmus to deter prisoners contemplating escape – and the Coal Mines at Saltwater River where convicts were made to cut coal to feed the fires of the gentry. The Trail includes spectacular land formations along the coastline of the Tasman National Park.
- Sarah Island was one of the first prison settlements established to punish reoffending convicts and to harvest the valuable Huon pine from the unyielding wilderness. The island eventually developed into one of the largest shipyards in the British Empire. Convicts eventually turned out more than 80 vessels, the last of which was used for a daring escape. Today, visitors can enjoy guided tours of Sarah Island on their cruise to the Gordon River.



- Hobart Cascades Female Factory – considered to be the female equivalent of Port Arthur. Hundreds of women were jailed here in abhorrent conditions of poor hygiene, inadequate nutrition and backbreaking work. The jail was in operation from 1828 until 1877.
- Richmond is famous for Australia's oldest freestone bridge, built by convict labour in 1823, and Australia's oldest Roman Catholic Church (mid-1830s). Richmond jail, built in 1825, housed many prisoners including the famous bushranger Martin Cash. Many of the town's beautiful Georgian buildings are now home to art and craft galleries, restaurants and shops.

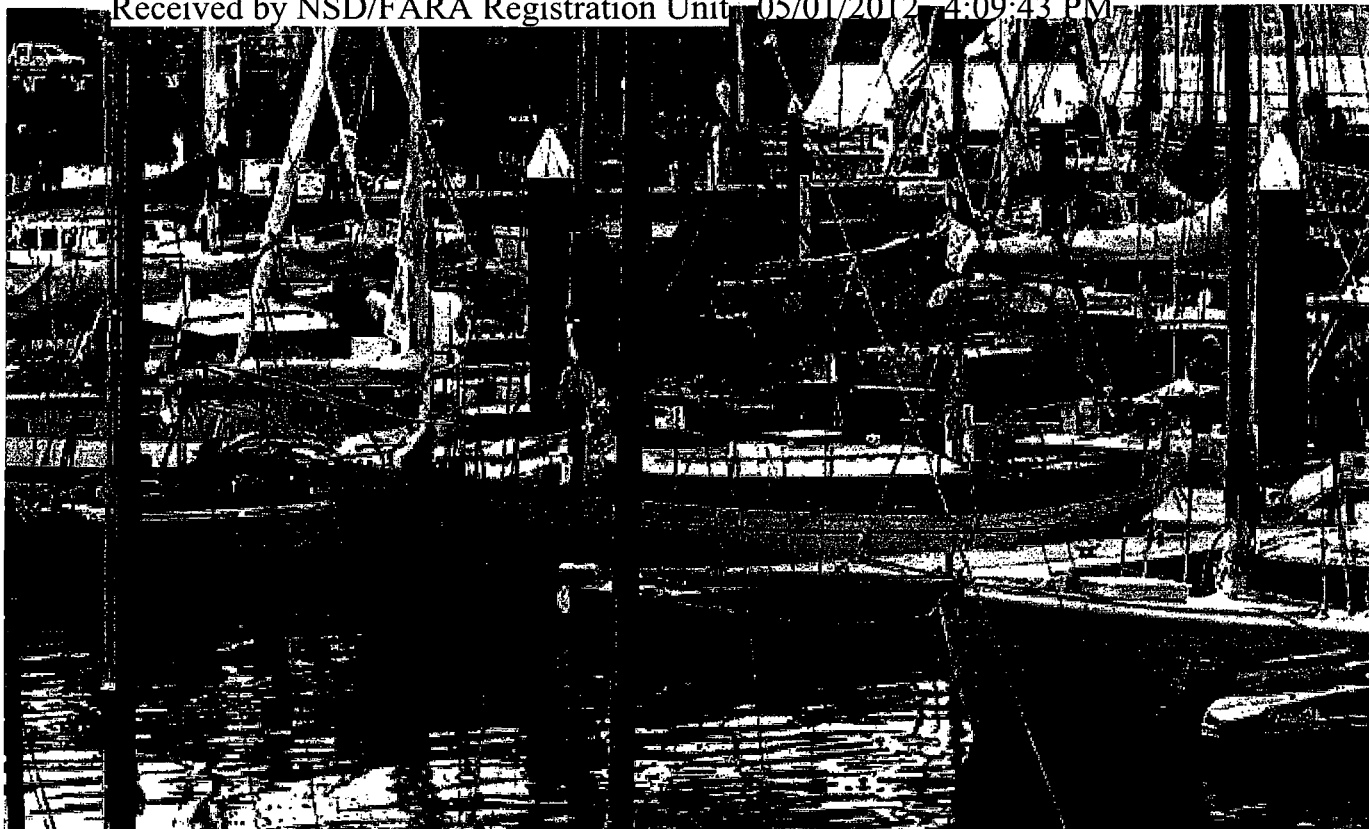
Built Heritage

The grand sandstone Georgian buildings of Salamanca Place were once colonial warehouses, rowdy taverns and maritime workshops. The warehouses have been reinvented and are now restaurants, cafes, bars, artisan studios and galleries.

In nearby Battery Point (the name is derived from a gun battery stationed there) workers' cottages and grand stone homes help make this the best preserved colonial-era suburb in Australia.

Tasmania's Parliament House, designed by lauded colonial architect John Lee Archer, was convict-built circa 1840. Hobart also has Australia's oldest operating theatre, the Theatre Royal (circa 1834) and historic pubs brimming with colourful tales. Some of these, like Knopwoods in Salamanca, were serving rum before Melbourne was even conceived.

- Launceston – Australia's third oldest city behind Sydney and Hobart was established in 1806 and gazetted in 1888. It contains some of the country's best examples of Edwardian, Victorian and Federation architecture.
- Midland Highway – links the northern city of Launceston to Hobart in the south. Travel the highway to historic villages like Evandale (home of the annual National Penny Farthing Championships); Ross, which has Australia's third oldest bridge, built in 1836 by convict stonemasons who carved 186 figures into the arches; and Oatlands, reputed to have the largest concentration of heritage-listed buildings in Australia.
- Bothwell – this central highlands village, with a population of about 300, has more than 50 buildings of heritage value. It also boasts the oldest golf course in Australia and the Australasian Museum of Golf.
- Heritage properties – Wealthy graziers built some of Tasmania's finest homes, including Brickendon (1824) at Longford, one of Tasmania's oldest farming properties and farmed continuously by seven generations. Calstock at Deloraine (circa 1850) is a magnificent country house, now a boutique hotel. Woolmers is a gracious property held by one family for six generations. Entally House (1819) is regally furnished and includes landscape paintings by celebrated colonial artist John Glover. Clarendon Homestead (1838) is one of the great Georgian houses of Australia and was built at Evandale for a wealthy woolgrower. Built beside the South Esk River it has extensive formal gardens and parklands. These grand period homes are all located close to Launceston.



Wooden Boats and Maritime Heritage

As an island, Tasmania has developed a strong maritime culture. Historically boats were constructed from unique local timbers such as Huon pine – a timber prized for its resistance to rot.

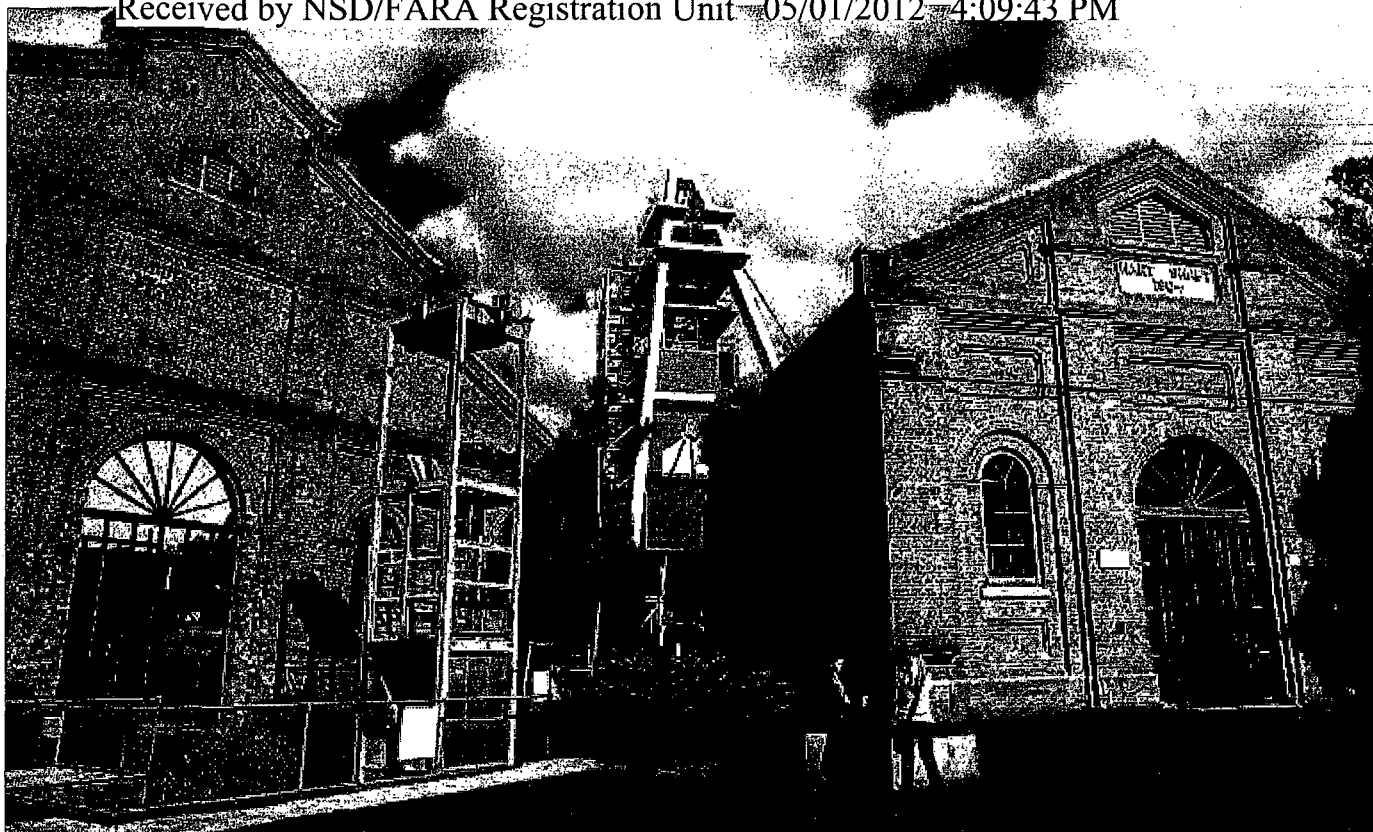
- The Maritime Museum of Tasmania in Hobart helps preserve Tasmania's rich maritime heritage. The museum's collection of historic relics, paintings and ship models are a fascinating insight into the exploits of early explorers, the whaling industry, stories of trading barges and ferries in the everyday life of days now gone, and the central role of sailing ships and steam ships in the export of apples, minerals and timber.
- The Australian Wooden Boat Festival, held biennially in Hobart, celebrates traditional skills and craft and showcases modern, historic and replica ships from around the world.
- The Wooden Boat Centre School of Boatbuilding was founded in 1991 and trains students from around the world in construction of traditional wooden boats. The centre is in Franklin, on the banks of the Huon River, south of Hobart.

Forest Heritage

The timber industry, dating to a time when bushmen felled trees with an axe and hauled the logs from forests with bullock teams, is a significant part of Tasmania's heritage. The forest heritage lives on in a thriving crafts industry where renowned furniture makers and artists use unique local timbers.

- Strahan Visitor Centre tells the story of the hardy 'piners', the men who cut Huon pine in dense rainforests and floated the logs down river to Strahan.
- Geeveston Forest and Heritage Centre, in the Huon Valley south of Hobart, features displays and interpretation from pioneer timber days, speciality timbers and quality woodcraft as well as on site wood-turning instruction.

In the north-west of the state, the Water Wheel Creek Timber Experience recreates how pioneers worked in the forests: there is a museum with loggers' old tools of trade, a bushman's hut, shingle cutting displays and a 300-metre bush tram line with timber and steel rails that runs over log bridges. It is reportedly the only operational bush tram in Tasmania.



Mining

Tasmania has a rich mining legacy. For the most part it centres on the mid west coast where boom and bust mining shaped nineteenth century frontier towns.

- Zeehan – stroll historic streetscapes of this west coast town, visit the West Coast Pioneers Museum and drive through the narrow 'Spray Tunnel'.
- Often overlooked Queenstown has a fascinating history. Part of it is told on the historic West Coast Wilderness Railway that runs from Queenstown, through the west coast's mountainous hinterland, to the World Heritage Area gateway of Strahan. There are tours underground with the Mt Lyell mine tour. The Art Deco Paragon Theatre was built in 1932 as a product of the town's underground riches. The 1,150 seat picture theatre – with the motto 'The city theatre in the country' – was for many years the town's main contact with happenings in the rest of the world. It re-opened in 2009 after extensive renovations.



Tasmania is only an hour's flight from Melbourne but a world away when it comes to lifestyle, culture and resourcefulness. British Poet Laureate Andrew Motion wrote in English magazine *Harpers & Queen* said: "[The Island] is jam-packed with people who have deliberately chosen it as the site of the good life: somewhere to be kinder, more composed, more appreciative of important things."

Tasmania's location as the southernmost state of Australia, and washed by the Southern Ocean and the Tasman Sea, gives it a dramatic coastline, some of the world's cleanest air and a clear light that draws painters and photographers from around the world.

The People

From its early years of settlement, the island has nurtured non-conformists and colourful characters.

Whether it's tourism operators or locals in the street, you're bound to meet many interesting, down-to-earth people.

Resourcefulness

Plato is credited with "necessity is the mother of invention". The life on the island of Tasmania has led to an inventiveness that has made its mark internationally. The island's natural attributes and the resourcefulness of its people have given rise to leading edge industries including food and beverage, aquaculture, marine manufacturing and training, forestry and timber products, art and crafts, Antarctic services and goods, and mining technology.

The resourcefulness is evident at a community level. For example, one local bakery owner decided that Coles Bay, Tasmania, should be Australia's first plastic-bag-free town. Since April 2003, all retail outlets in Coles Bay, including supermarkets, have banned plastic shopping bags. Ben Kearney inspired people right across Australia and around the world by coordinating the project. As a result, Coles Bay was awarded the Environmental Excellence Award by the Tasmanian Government. Ben Kearney also won a national Local Hero Award and an Australia Day award, and in 2005 was named Tasmanian of the Year for his efforts.

Island-inspired Artists

American photographer Arthur Rosenfeld said of Tasmania's allure: "There are grander landscapes and broader heavens, but nowhere have I seen such breathtaking contrasts arise so naturally from the dialogue between mountain and forest, clarity and cloud, sun and moon.

A person can disappear in beauty like this."

Tasmania may have a higher proportion of artisans and craftspeople per capita than any other state in Australia. In this eclectic environment the arts thrive with writers, dance and theatre companies, one of Australia's leading puppetry companies, wilderness photographers, weavers, jewellers, potters, painters and timber craftspeople. They work with paint, metal, glass, wool, leather and many of Tasmania's native timbers. The stylish artwork and crafts reflect the island's distinctive natural beauty and a capacity for risk-taking that goes back to convict days.



Many Tasmanian performance companies tour nationally and internationally, including one of the world's best small orchestras, the acclaimed Tasmanian Symphony Orchestra www.tso.com.au. Tasmania's professional dance company, Tasdance, is an important player in the Australian dance landscape and works to inspire young Tasmanians with contemporary dance. www.tasdance.com.au

The biennial Ten Days on the Island is an international celebration of island culture. The multi-artform program explores the cultural uniqueness of islands presenting international artists and acts from island locations around the world alongside Australia's finest talent with more than half of the program featuring Tasmanian artists. www.tendaysontheisland.com

Maritime Flavour

Tasmania is a haven for maritime activities, from sailing, cruising and fishing to festivals that celebrate the island's long-standing maritime traditions. This includes the Australian Wooden Boat Festival, which features traditional boat-building skills and wooden vessels from around the world.

The annual Sydney to Hobart Yacht Race is one of the world's great ocean racing classics and attracts international competitors and spectators from all corners of the globe. It culminates at Hobart's Summer Festival, which includes a week-long dockside food and wine indulgence, the Taste of Tasmania.

Cruise options include the beautiful D'Entrecasteaux Channel, the wide reaches of the River Derwent and the dramatic sea cliffs of the Tasman Peninsula in the south; Cataract Gorge and the Tamar River near the major northern city of Launceston; turquoise waters and pink granite off the Freycinet Peninsula on the east coast and the Gordon River in the south-west.

On docks around the island you're able to chat to fishermen while they unload their daily catch. For a more personal exploration of the coastline, hire a sea kayak, with or without a guide.

Antarctic Connection

Tasmania has strong historic and scientific links to the frozen continent. The Tasmanian Polar Network provides a wide range of goods and services for intrepid expeditioners, scientists and Antarctic vessels that use Hobart's deepwater port as a base.

Visitors to Tasmania can explore the definitions, perceptions, mythology and motivations of Antarctica and the Southern Ocean at the Islands to Ice exhibition at the Tasmanian Museum and Art Gallery. Explore the places, the people, the creatures and the phenomena that make the great southern wilderness a world of its own. The exhibition is an invitation to journey south from Hobart across the wild oceans to the Antarctic.

Save THE *Tasmanian Devil*

The Tasmanian devil is the world's largest surviving marsupial carnivore and is only found in the wild in Australia's unique island state of Tasmania.

Tasmanian devils were regarded as common a little over a decade ago, when the species was numerous in population. But there is nothing common about this amazing animal. Despite its fearsome reputation, the devil is a timid creature that poses no danger to humans. People who work with devils invariably grow to love their personality – they're feisty, raucous and bursting with curiosity.

The species has suffered a major decline over the last 10 years and is now listed as endangered, due to an infectious cancer known as the Devil Facial Tumour Disease (DFTD). The first signs of DFTD were recorded in 1996. It is a new and fatal condition that is only recorded in devils and is characterised by cancers around the mouth and head.

The Save the Tasmanian Devil Program (STTD) was established in 2003 as the official response to the terrible threat posed by DFTD. The Australian and Tasmanian Governments and the University of Tasmania have established a partnership to protect this keystone species.

If the devil is lost in the wild at least 77 other species could be put at risk. The STTD is working with wildlife and disease experts and institutions from Tasmania, Australia, and overseas in an epic conservation effort. The goal is to ensure the survival of an ecologically functioning population of wild devils and to preserve the fragile balance of Tasmania's exceptional ecosystems.

The STTD is working on three key strategies: the establishment of an insurance population of healthy devils, laboratory and field based investigations of the disease, and the development of disease suppression and management programs in the wild.

Insurance population

The STTD has populated a number of zoos and wildlife parks throughout Australia with healthy devils as part of a long term strategic plan for insurance against extinction. These animals will form the basis of a breeding program that will need to be maintained for 30-50 years if the insurance population is to provide a viable foundation for the reintroduction of the species into the natural environment should the disease wipe out devils in the wild. The insurance population is being managed to maintain genetic diversity and wild behaviours.

Field based investigations

Trapping has confirmed the disease at 64 different locations across 60 per cent of Tasmania. The overall wild population is estimated to have declined by approximately 80 per cent since the emergence of the disease.



Laboratory investigations

The definition, transmission, and possible causes of the disease are being investigated. Research indicates that the cancer is directly transmitted between devils. Work exploring the genetic makeup of the immune system continues. Nine strains of the disease have now been identified and researchers are looking into how these different strains behave. Research into the origin of the cancer cells hints at a genetic cause of the disease.

Disease suppression in the wild

A major trial is underway in one part of Tasmania to look at isolating a population and removing diseased animals to see if the DFTD can be suppressed. The STTD is also looking into the feasibility of fencing off healthy populations in parts of Tasmania in an attempt to halt the spread of the disease.

This is a complex problem. There are no easy solutions, but we do have a window of opportunity to prevent this iconic species from becoming extinct.

The fight to save the Tasmanian devil is underpinned by government funding, but the support of the world community is vital to the success of our conservation effort. We need to be able to finance ongoing research and to implement management of captive populations for as long as it takes, which could be up to 50 years. With your support we can win this battle.

Contact the Save the Tasmanian Devil Program
to join the historic fight to save one of the
world's most captivating animals:

Telephone: +61 3 6233 2006

Email: DevilDisease.Enquiries@dpiw.tas.gov.au

Web: www.tassiedevil.com.au



13 February, 2012

For Immediate release

BRANSON LOVES QUAMBY

SIR RICHARD BRANSON TO HOLD GOLF MEMBERSHIP NUMBER ONE AT QUAMBY ESTATE, TASMANIA

Quamby Estate Golf & Country Club is delighted to announce that Sir Richard Branson has accepted the offer to be the Number 1 Membership Holder, as an exciting new vision is being delivered to extend the facilities at Quamby Estate and deliver a refined Country Club experience within 20 minutes drive of Launceston.

New owners, Rob Sherrard and Brett Godfrey are best known as the co-founders of Virgin Australia airlines alongside Sir Richard. Since June 2011, they have developed a fresh and exciting vision for Quamby and have backed this with further funding to complete refurbishment of the Estate.

Sir Richard said "I am delighted to be teaming up again with Rob and Brett, this time in supporting their initiative to further develop tourism in Tasmania. I look forward to visiting Quamby and enjoying a round or two with them, at my next opportunity."

Quamby Estate is a heritage listed homestead and the ancestral property of former Tasmanian Premier Sir Richard Dry. It was known as the Government House of the North, making it one of the most important properties in Northern Tasmania. In fitting with the properties significant heritage, Quamby Estate has undergone extensive renovations and upgrading including the return of period antiques to return it to its former prominence in the community.

Brett Godfrey commented "Rob and I have spent a great deal of our corporate careers building or developing tourism assets that we've felt particularly passionate about. Quamby has been a labor of love, has a wonderful history and is a special place that we hope will help raise the profile and quality of product available in the region. As we officially re-open the homestead and golf club we look forward to welcoming the local community to our open days and as members or guests thereafter."

The vision for Quamby will be launched at the Corporate Golf Day on Friday, February 24 and shared at the Estate Open Day on Sunday, February 26. Those who choose to become members will also have the opportunity to shape the facilities and direction of the golf club over coming years.

The Estate now offers a unique tourist destination for romantic getaways, golf, corporate or social events in a relaxed heritage environment. It is also remembered as the chosen venue for the high-profile Kate Richie wedding.

"We believe that the marriage of golf and the heritage Country Club experience will be unique in Tasmania. We run our properties not as hotels but as if you were coming to stay at your own grand residence, in this case your country home." added Rob Sherrard.

As part of the Corporate Golf Day on the 24th of February Sir Richard Branson has agreed to offer exclusive use of heart-shaped Makepeace Island in Noosa, Queensland to the highest bidder. With interest expected far and wide for this exclusive charity auction, interested parties can call 1800 269 683 to register a remote bid with proceeds going to Give Me 5 for Kids.

For bookings visit www.quambyestate.com.au

For more information: Rick Marton PH:1800 269 683



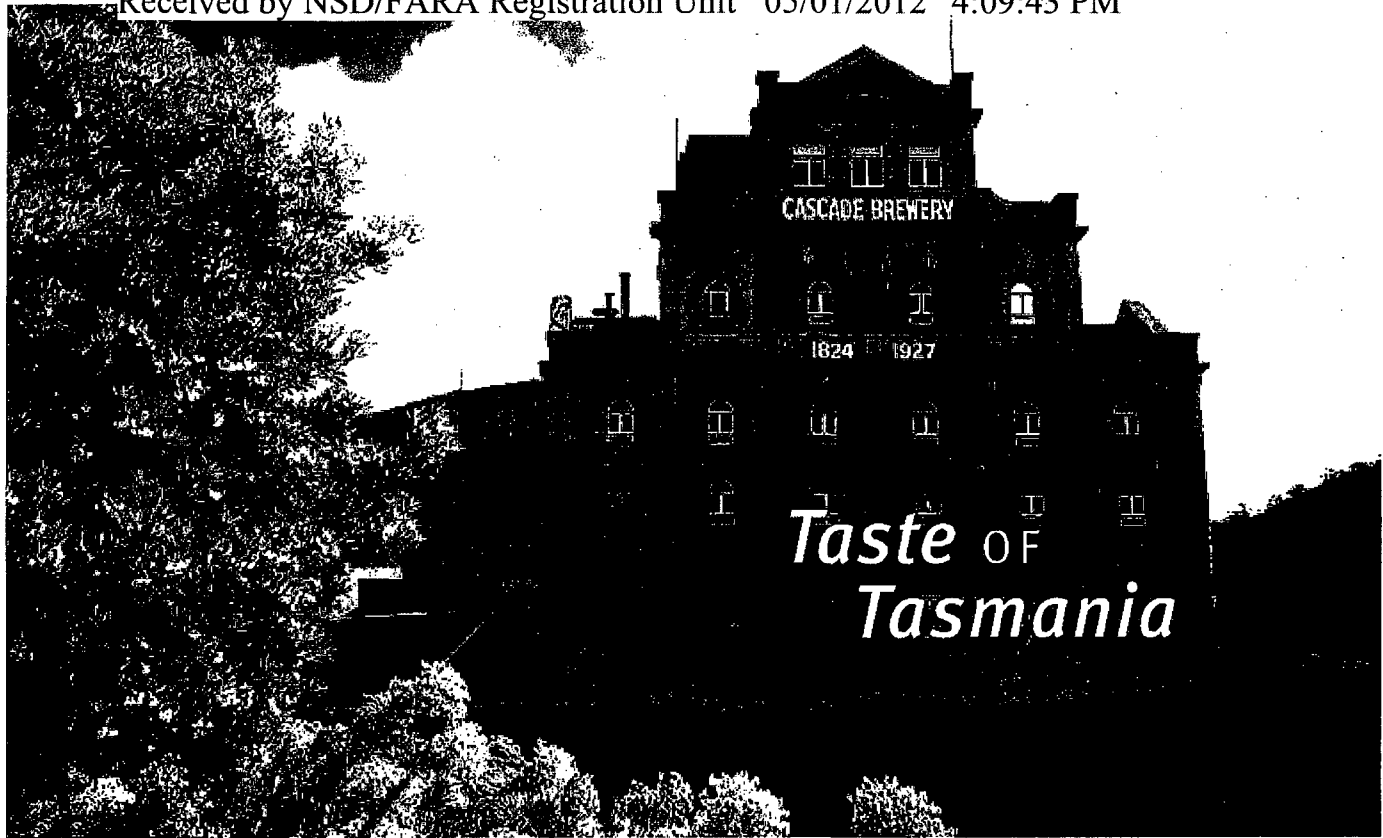
About Quamby Estate

The magnificent homestead near Launceston has ten lovingly restored guest rooms within the homely ambience of a boutique guesthouse. The picture book grounds of Quamby Estate boast a tennis court, tree-lined laneways, walks and an impeccably maintained golf course. Sumptuous meals prepared with fresh Tasmanian produce accompanied by local Tamar Valley wines are a highlight.

See our website at quambyestate.com.au for more information.

About the owners

Rob and Brett conceptualised what became Virgin Blue in 1993 on the back of a dozen beer coasters while enjoying a pint or 2 in a London pub. Together they spent the next five years refining the business plan and looking for investors. They found their white knight in the form of a British knight; Sir Richard Branson and convinced him to back their plan. Together as the CEO and Deputy CEO and with just \$10m in seed capital they took Virg



There is an increasing diversity of experiences in Tasmania and visitors to the island are no longer drawn merely for adventures in the rainforests of the state's giant World Heritage Area (WHA).

Tasmania's clean and green image has helped the state establish a delicious reputation – one where cool-climate wines and fresh foods feature on a traveller's itinerary.

For Tasmania is a gourmet isle, and it's simple for visitors to take part in their own food festival. From smoked salmon and abalone, to cheeses, honey ice cream and some of Australia's finest pinots, sparkling wines and whiskies. Touring about Tasmania can be a bon vivant's nirvana. Whether you source fresh food from the state's plethora of farm gates or from restaurants that covet the freshness of their produce, good food is as much a part of Tasmania as the World Heritage Area and the iconic Tasmanian devil.

Tas Live Abalone

This abalone processing and marketing company operates from a facility just 10-minutes drive from Hobart airport or Hobart's Salamanca Place. Green-lip and Black-lip abalone are harvested from Tasmania's pristine waters. The company currently supplies some 300 tonnes of live abalone to mainland China. Tas Live Abalone also dries abalone to the quality of the legendary kipping product of Japan.

The company deals in quality rather than quantity and, with an office in Shanghai, is the only Australian abalone marketing company with a presence in China. It exports to not only various cities in China as well as Japan but also Malaysia, Singapore, Korea, Canada and USA.

Tas Live Abalone is a member of the Tasmania Abalone Council of Tasmania.

www.tasliveabalone.com.au

Cascade

Founded by Peter Degraives in 1824, the Cascade Brewery Co. in Hobart, Tasmania, is Australia's oldest brewery. Degraives vowed then to produce "genuine beer . . . beer that cannot be excelled in this colony". Today Cascade brewers uphold this vision, producing beers of the finest quality.

Set near the foot of Mt Wellington just off South Hobart, the historic brewery is set by some 250 hectares of forest. The brewery is of great interest to beer lovers, connoisseurs, heritage buffs and the tours of the brewery are popular with beer lovers and the just plain curious folk from all over the world.

www.cascadebrewery.com.au



Hellyers Road Distillery

The Hellyers Road Distillery is the largest single malt whisky distillery in Australia. Hellyers produces three varieties of single malt whisky – original, slightly peated and peated. The Original Pure Australian Single Malt Whisky is their flagship product. It's distilled from Tasmanian grown malted barley, pure rainwater (courtesy of the Roaring Forties), and yeast. The whisky is matured in American white oak barrels and bottled at 46.2% (alc/vol). The Australian Single Malt Whisky has not been chill filtered and does not have any artificial colouring.

www.hellyersroaddistillery.com.au

Tasmanian Wines

Tasmania's temperate climate nurtures plump chardonnay, pinot noir, gewürtztraminer and riesling grapes. These cool climate varieties are the island's specialty as the conditions are similar to Burgundy in France. Tassie's impressive wine CV is strengthened by a touch of sparkle: Tasmanian grapes also give the zeitgeist to some of Australia's best bubbly (sparkling wines).

Some of Australia's finest pinot noirs have their provenance on the island. Without a hint of braggadocio Tasmania's friendly, plain speaking vineyard owners, wine makers and cellar door folk will tell you themselves. But if you need more evidence of Tasmania's wine kudos you could soak this up: Tamar Ridge's sauvignon blanc was named the best of its type in the world by the UK's Decanter magazine.

www.winetasmania.com.au

J Boag & Son

James Boag's Premium is one of Australia's finest brews. It's the most awarded beer in Australia's brewing history. Turn up to a barbecue anywhere in Australia and there is every chance someone will be drinking a Boag's. The world renowned beer was first brewed in 1853 by the banks of the Esk River in Launceston, Tasmania, by James Boag.

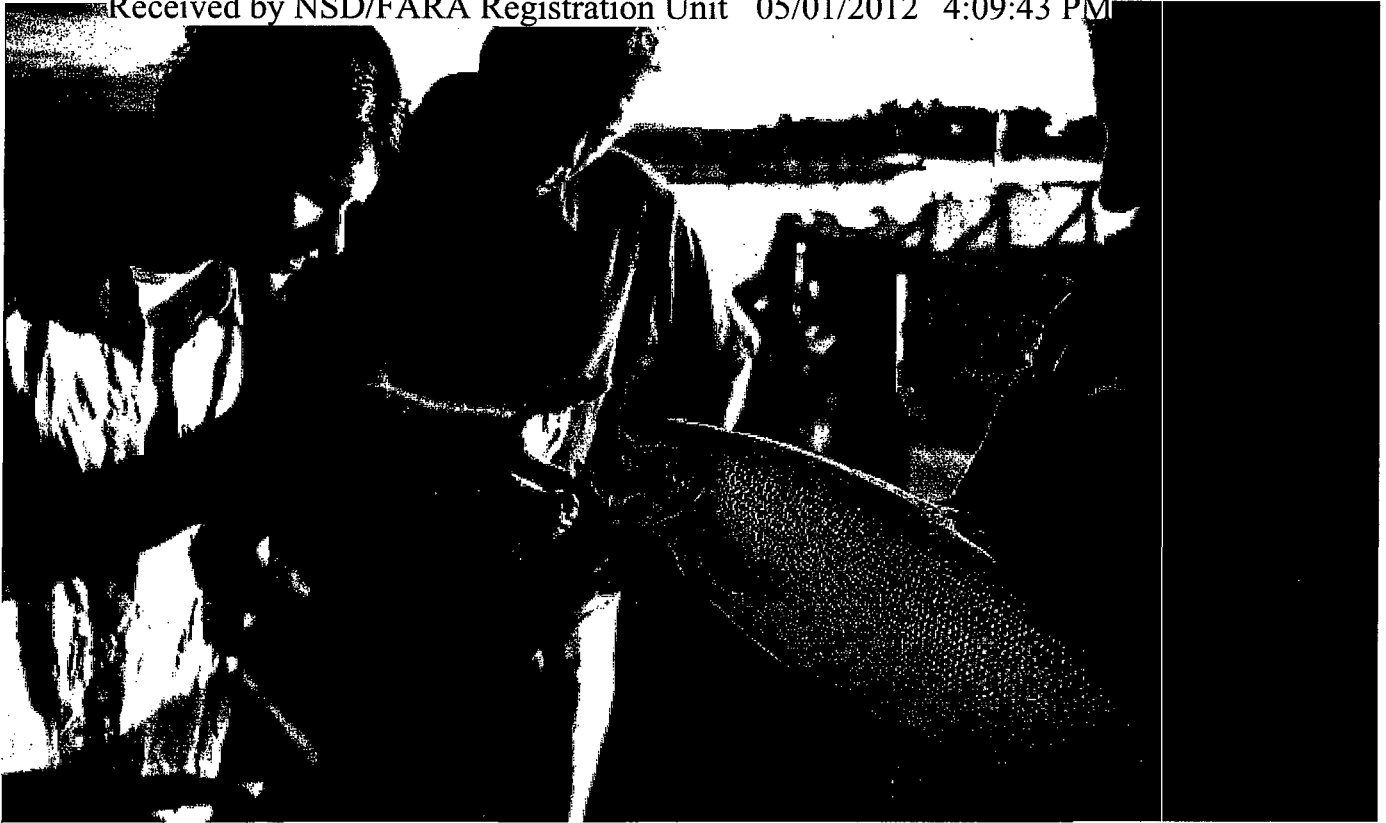
Boag's son must have been impressed by the old man's commitment to purity and taste for he admirably carried on the tradition of using the finest ingredients and Tassie's pure water in the brewery.

Today J. Boag & Son melds innovative technology, traditional brewing techniques and the pride and passion of employees to produce world-renowned beers.

www.boags.com.au

discovertasmania.com





Tassal Salmon

Tassal employs Tassie's clean waters in a slightly different manner to the Boag's brewery. The company is at the forefront of the Australian aquaculture industry and the clean waters of Tasmania are the not so 'secret ingredient' which is used to help grow their flagship Atlantic salmon.

Tassal is the largest aquaculture company in Australia, marketing 70 per cent of the Tasmanian salmon industry's production. The company has a highly respected team of marine biologists and experienced salmon farming personnel who together are aiming to perfect the growing of salmon.

www.tassal.com.au

Southern Rocklobster

The Australian southern rocklobster (*Jasus edwardsii*) is a coveted delicacy. It is revered for its sweet rich flesh, firm texture and size.

The rugged Southern Ocean is amongst the cleanest and coldest oceans in the world. Its uncorrupted waters are fertile lobster grounds and fishing boats from various ports in Tasmania operate in them.

Southern Rocklobster operates a Clean Green program that is a world first rocklobster supply chain management strategy. It is a product certification program integrating "pot to plate" standards for environmental management, food safety and quality, work place safety and animal welfare. Each rocklobster is tagged with a barcode and is therefore fully traceable along the supply chain.

www.southernrocklobster.com

Petuna Seafoods

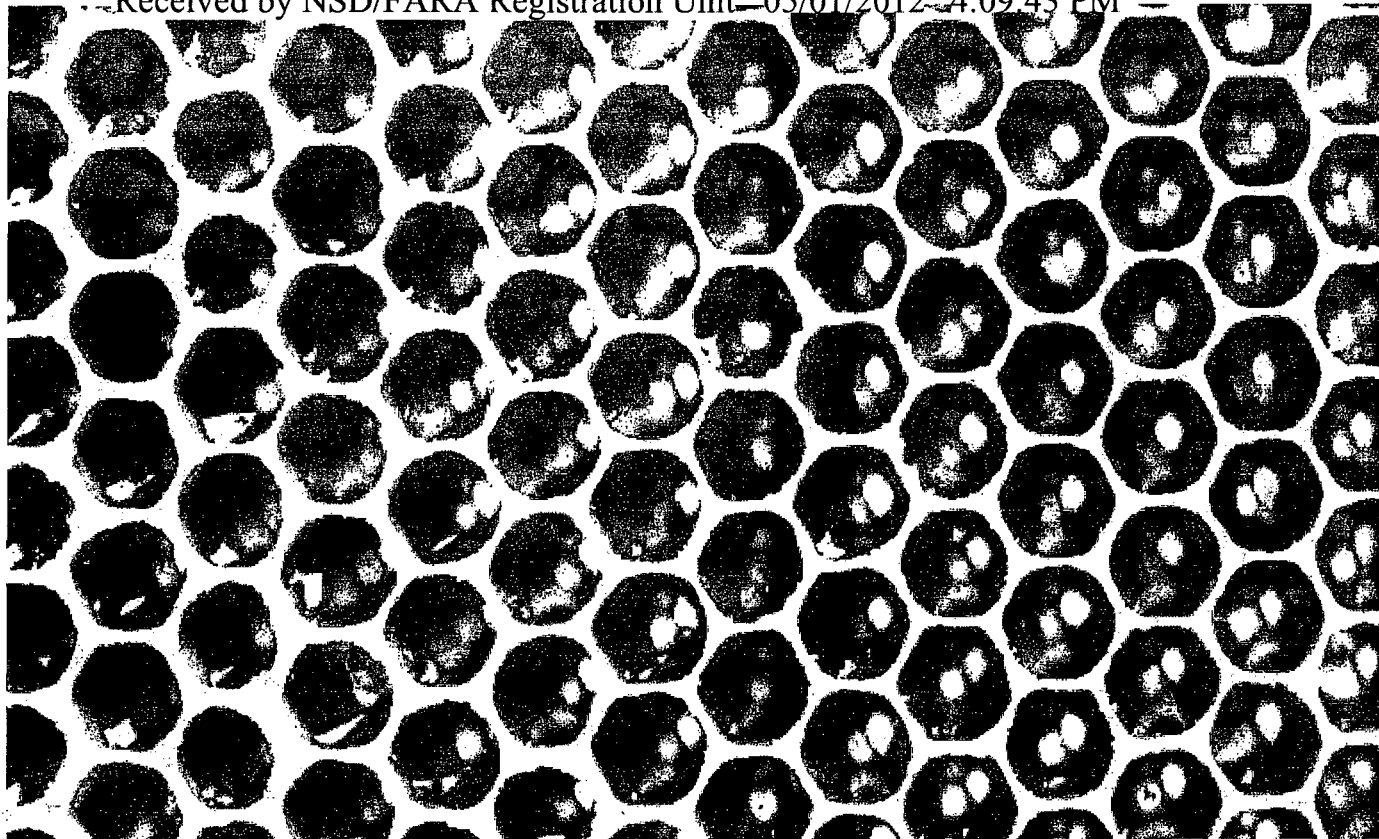
Petuna Seafoods is a family-owned business that has been involved in Tasmania's fishing industry since 1950. It prides itself on producing seriously fine seafood.

Petuna operates its own deep-sea fishing vessels and raises ocean trout and Atlantic salmon at sea farms in the unspoilt waters of Tasmania's southwest wilderness.

Petuna is the largest producer of ocean trout in Australia. The company controls all major elements of its production chain to ensure a quality of product and continuity of supply, from the egg to the plate, all year round.

Tetsuya Wakuda, whose restaurant is currently rated one of the top 10 in the world, has Petuna Ocean Trout as his signature dish.

www.petuna.com



Nutpatch Nougat

Nutpatch Nougat products are hand-made in small batches on a farm located near Kettering, a small town 32 kilometres (19.8 miles) south of Hobart. Nutpatch Nougat is made using natural ingredients. There are two flavours: hazelnut and almond. The hazelnuts are grown and roasted on the farm where the nougat is made. All nougats are made by hand in small batches with just the right touch of Tasmanian honey and egg whites from a local Tasmanian farm. Sixty per cent of the nougat is nuts.

www.tassienaturals.com

Blue Hills Honey

Blue Hills Honey is produced from a farm near Mawbanna, in the north-west of Tasmania near the edge of the Tarkine wilderness. Their feature product is Leatherwood Honey, collected from bees living in the heart of the Tarkine forests, one of the largest remaining tracts of temperate rainforest in the world.

Leatherwood trees are endemic to Tasmania and the honey has a strong, distinctive flavour. Blue Hills has produced premium honey sourced from the pristine Tarkine wilderness since 1955. It is the only apiary to operate in this region. This is pure honey straight from the comb.

www.bluehillshoney.com

Ashbolt

Robert and Anne Ashbolt's farm encompasses 375 hectares (925 acres) of rolling hills in Tasmania's Derwent Valley. Their Ashbolt brand reflects the family's dedication to producing the highest quality and healthiest products (premium olive oil; drink concentrates; and heritage fruit wines).

Their acclaimed Elderflower "Drink of the Angels" (Gold Medal Winner – 2005, 2006 and 2007 – Fine Food Awards Tasmania), is a delightful lip smacking non-alcoholic alternative to wine and soft drinks. Refreshing and thirst quenching, it is made from the tiny white flowers of the elder tree. Its exquisite crisp flavour has delicate nuances of lychees, flowers, lemons and cider.

www.ashbolt.com.au



Diemen Pepper

Diemen Pepper produces dried pepperberries and leaf from the native Tasmanian rainforest shrub *Tasmannia lanceolata*, found only in areas of high altitude and high rainfall on the island of Tasmania.

In addition to the native pepper berry, Diemen Pepper incorporates other native Australian food products, such as roasted wattle seed and lemon-myrtle. The Tasmanian mountain pepper berry is a berry, not a peppercorn and has a very elegant fruity, floral aroma and a smooth "heat" that is very different from other peppers.

www.diemenpepper.com

Tas-Saff (Tasmanian Saffron)

Tas-Saff, at Cygnet, in the Huon Valley just south of Hobart, is thought to be the prime saffron producer in Australia. Only 100 milligrams (0.0035 ounces) of Tas-Saff saffron is needed to flavour and colour a dish for four to eight people. Many other saffron producers recommend 500 milligrams (0.017 ounces) to achieve the same result.

Saffron is harvested in April when the flower blooms. The annual Tas-Saff crop once fitted into a car's glove box. Production has since expanded and the annual harvest now takes up some of the front passenger seat as well.

www.tas-saff.com.au

King Island Dairy

King Island is just 80 kilometres (50 miles) off the north-west coast of Tasmania. The mightily skilled folks at King Island Dairy produce handcrafted and internationally renowned products. All are made from locally supplied milk, which comes from the dairy cow herds grazing on the island's lush and clean pastures.

The company is over 100 years old. The premium handcrafted cheeses and indulgent dairy products include rich, creamy bries, earthy washed rinds, feisty blues, biting aged cheddars, pure creams and oh-my-god! yoghurts.

www.kidairy.com.au



Abalone Farms Australia

This company, at Bicheno on Tasmania's east coast, established one of the first abalone farms in Australia. The company ingeniously harvests the pure cool waters of the Tasman Sea to grow abalone in sea-side tanks.

Tasmania is the largest producer of wild abalone in Australia but farming the prized shell fish means smaller more affordable abalone can be harvested. Abalone Farms Australia started operations with just a couple of tanks. There are now more than 700.

The company sells as much stock as it can farm. Some of the green-lip abalone is sold in Australia's best restaurants.

Email: abalone.farms@bigpond.com

Cripps Premium Tasmanian Shortbread

The Friesian and Jersey cows in the dairy herds of Tasmania's north-west dine out on some of the world's cleanest air and rainwater pure as Doris Day and produce luscious, creamy milk. Churned with skill and care the pure cream becomes golden butter, the delicious heart of Cripps Premium Tasmanian Shortbread.

Cripps' melt-in-your-mouth shortbread is made from an old family recipe using just three high-quality natural ingredients. These traditional shortbreads are specially crafted to be buttery, light, crumbly, and delicious.

www.cripps.com.au

Tasman Meats

The Tasman Group exports to more than 50 countries. The company's key brands, King Island Beef, Tasmanian Premium Beef and Tasmanian Premium Lamb, are highly prized by committed carnivores.

Tasmania's clean and green reputation extends to food safety. Tasman Meats provides consumers with high quality red meat that they can trust. This is achieved through integrity in production and ensuring traceability of all products. The company is a winner of various awards including the recent 2007 Tasmanian Export (Agribusiness) Award.

www.tasmangroup.com.au



Tourism Tasmania is a Statutory Authority operating under the *Tourism Tasmania Act 1996*, and is part of the Department of Economic Development, Tourism and the Arts. The Department works to enhance Tasmania's economic, environmental and social wellbeing, both now and in the future, through the best use of Tasmania's natural and cultural assets and activities.

Tourism Tasmania's role is to "lead the industry to jointly deliver marketing and development programs that drive benefits for Tasmania from domestic and international tourism". Tourism Tasmania fulfils this role through the integrated activities of its business units: Marketing and Commercial Operations, Strategy and Operational Performance, Infrastructure and Industry Development, Office of the Chief Executive, and Events Tasmania.

Tourism Tasmania works closely with the tourism industry to build the State's position as a must-visit destination for domestic and international visitors, as well as encourage Tasmanians to holiday at home.

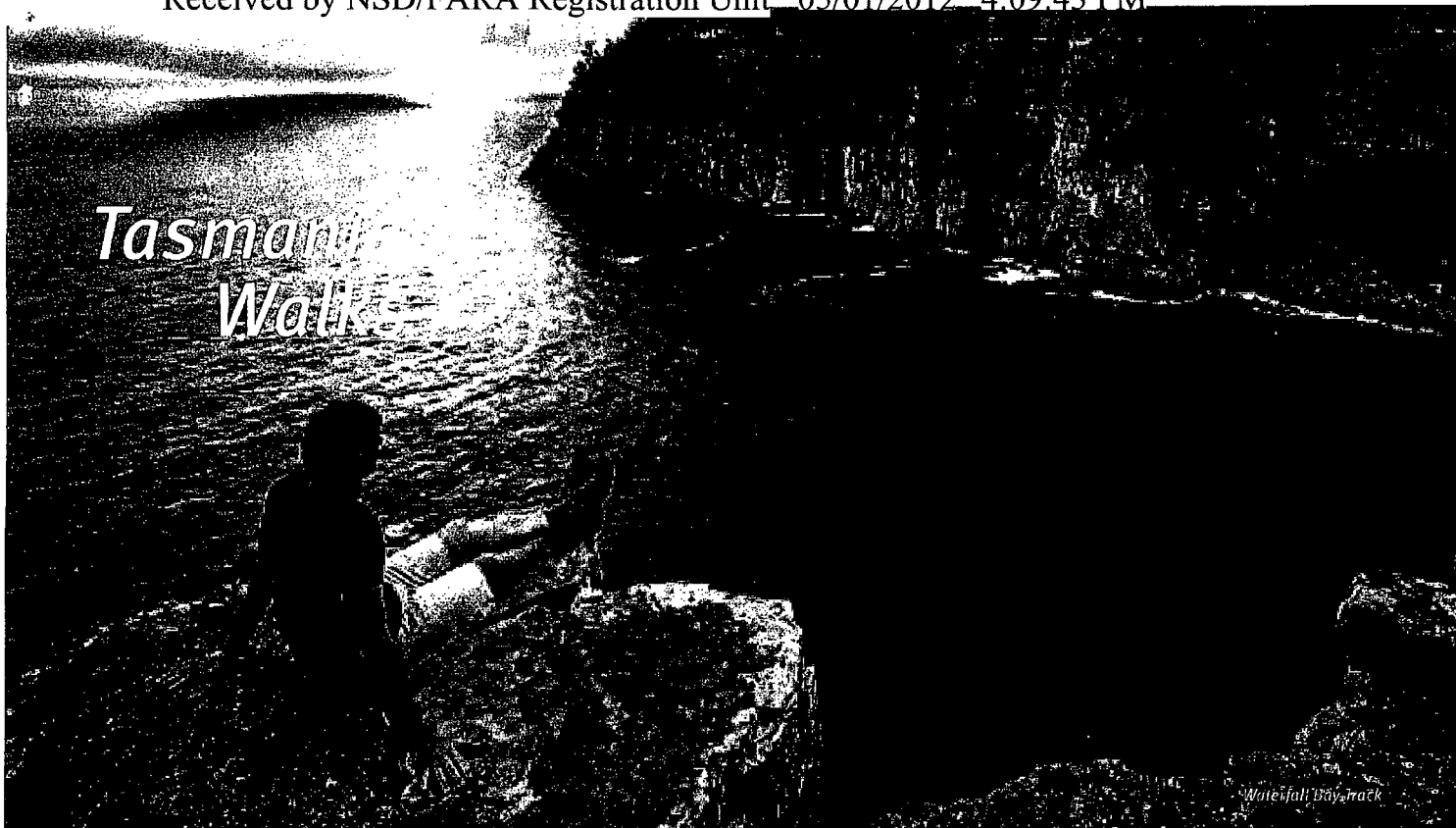
Tourism Tasmania is also working to build beneficial partnerships with traditional and non-traditional partners and to broaden the depth and reach of the Tasmanian brand message.

Internationally, the organisation has marketing and/or public relations representatives in New Zealand, North America, the United Kingdom, Europe, Singapore, Japan and Hong Kong.

Contact Ruth Dowty
Head of International Relations
Tourism Tasmania
Phone: +61 3 6230 8173
Email: Ruth.Dowty@tourism.tas.gov.au

discovertasmania.com





Tasmania might be at the edge of the world but it isn't just for hardy explorers. The island's ancient World Heritage wilderness, its deserted white sand beaches, and its prolific wildlife can be experienced with gourmet food and fine wine. Walking Tasmania-style can include architect-designed standing camps, eco lodges, gourmet food and local wines. The walking can be less taxing than choosing which wine you will have with your sautéed scallops. On walks in Tasmania your soul will be as grateful as your tastebuds. The simple process of putting one foot in front of the other can lead you through rainforests, past glacial lakes and along deserted beaches to extraordinarily natural highs. Take one of Tasmania's five unhurried walking packages offering one, four to six night journeys along the east coast or through the western wilderness. The environment will be grateful. So will you.

Great Walks of Tasmania

Even just a few years ago it would have been largely inconceivable to contemplate multi-day walks around parts of Tasmania's national parks and World Heritage Areas supping on wine and fine food. Noodles, kerosene food stoves, wet sleeping bags and fantasies of warmth were far more common among bush walkers than fine fare.

On The Maria Island Walk, The Freycinet Experience Walk, Cradle Mountain Huts, Bay of Fires Walk, The South Coast Track, The Tarkine Rainforest Track and the Walls of Jerusalem, guests trek through World Heritage Areas or national parks and yet savour fresh local produce and wine along the way. In some cases they stay in architect-designed standing camps.

These companies make up The Great Walks of Tasmania Group, launched in August 2009. "It is an exciting new opportunity where operators will work collaboratively to raise awareness of the wonderful guided walk experiences Tasmania has to offer," said group spokesperson, Ian Johnstone from The Maria Island Walk.

"Our wilderness, our wildlife and heritage are all special points of difference for Tasmania and combining this with friendly and passionate guides, we offer experiences as special as any in the tourism world," said Mr Johnstone.

Whether by design or good luck these great walking companies have spread themselves across Tasmania. Which means guests can walk with a light backpack and a very satisfied stomach over much of the finest regions in the state, and learn lots about the local wildlife.

www.greatwalkstasmania.com

discovertasmania.com





Cradle Mountain Huts

The Cradle Mountain Huts six-day walk follows the iconic Overland Track through Tasmania's World Heritage Area. This fully guided walk mixes the Tasmanian wilderness with local food, wine and private, purpose-built cabins. It is the only walk of its type in the Cradle Mountain Lake St Clair National Park.

This 60 kilometre (40 mile) journey offers a rare privilege – one of the world's great walks through an ancient and richly varied landscape is normally accessible only to the hardy – for at the end of each day hikers sleep in private, environmentally-sensitive cabins. There are hot showers. Food and wine can feature almost as much as the mountains, rainforests and indigenous wildlife.

The huts have been designed to complement their sensitive surroundings. Each hut contains twin share accommodation, toilets, heating, full kitchen facilities and a living/dining area. The guides on this unhurried journey share their knowledge of the landscape, the flora and the fauna, to ensure a rich and informative journey.

www.cradlehuts.com.au

The Maria Island Walk

The multi award-winning Maria Island Walk is a four-day guided journey through stunning coastal and mountain landscapes on an island national park.

Walking is the usual form of transport on Maria as there is no access for private vehicles. It's doubtless good news for the kangaroos and wallabies, wombats, Cape Barren Geese, and the two park rangers who live on the island. All of Tasmania's endemic birds also enjoy the island sanctuary. The walk also features secluded beaches, marine life, forests, and at the northern tip of the island, a 19th-century convict settlement.

Each walk is limited to just eight guests. Two local and knowledgeable guides nurture an intimate and friendly experience. There is candlelight dining each evening where renowned Tasmanian fine food and wines are served in elegant wilderness camps. The final night is spent in the restored, Bernacchi House at the UNESCO World Heritage Listed Darlington Probation Station.

www.mariaislandwalk.com.au



Hazards Beach, Freycinet National Park

Bay of Fires Walk

The Bay of Fires, on the north-east coast of Tasmania, includes some 30 kilometres (20 miles) of coastline where there are more extraordinary white sand beaches than houses.

The four-day walk features some of Tasmania's best attributes – fine local foods, cool-climate wines and undeveloped landscapes.

There are never more than 10 walkers and there are two guides on tour. The guides have regular cooking lessons from one of the best chefs in Tasmania. Besides the eating, drinking and walking – a maximum of about 14 kilometres (eight miles) is walked on any one day – there is also time for guests to snorkel in the Tasman Sea.

Guests stay in standing camps – the sleeping 'tents' have canvas roofs but they also have timber floors – and two nights are spent at the Bay of Fires Lodge. The sea-side lodge has become something of an exemplar for stylish and sustainable accommodation. Rainwater is collected and stored for use in the bathrooms and kitchens. Solar panels provide power for all lighting. Yet visitors might remember the lapping waters of the Tasman Sea and encounters with indigenous wildlife before the surreptitious highlights of the sustainable lodge.

www.bayoffires.com.au

The Freycinet Experience Walk

The four-day Freycinet Experience is a fully-catered walk along the entire length of the Freycinet Peninsula on Tasmania's east coast. The walk allows guests to venture deep into the heart of the dramatic Freycinet National Park and return at night to elegant accommodation and fine food and wine at the secluded Friendly Beaches Lodge. The lodge is not connected to town-water or the electricity-grid and is a winner of awards from the Royal Australian Institute of Architecture for its sustainable design.

The walk covers some 36 kilometres (25 miles) and takes you along deserted beaches, up pink granite monoliths, through the heart of the rich native heath lands of the Freycinet National Park and to spectacular Wineglass Bay. Here the environment guides what you and the walk's operators do.

www.freycinet.com.au



The South Coast Track

Operated by Tasmanian Expeditions, this nine-day walk is the most challenging of the Great Walks of Tasmania. It is a bushwalking expedition into the heart of the magnificent and rugged South West National Park, often compared to the Kokoda Track in Papua New Guinea. Wild unspoilt wilderness, remote untouched beaches, rugged mountain ranges, pristine rivers, and towering rainforests await you on this spectacular adventure.

Originally an escape route for shipwrecked sailors, the South Coast Track now doubles as an escape route from modern life. The trip begins with a spectacular flight to the remote airstrip at Melaleuca in the heart of the wilderness. From here hikers trek east for nine days along the 80 km track following the coast and finishing at Cockle Creek. The generous time frame allows for side trips and a complete rest day for swimming and relaxing on an empty beach. Amidst this truly wild area hikers will discover a land with a history of early pioneers and indigenous Australians that is occupied by an abundance of wildlife including wombat's, pademelons, quolls and the rare orange-bellied parrot.

www.tasmanianexpeditions.com.au

The Tarkine Rainforest Track

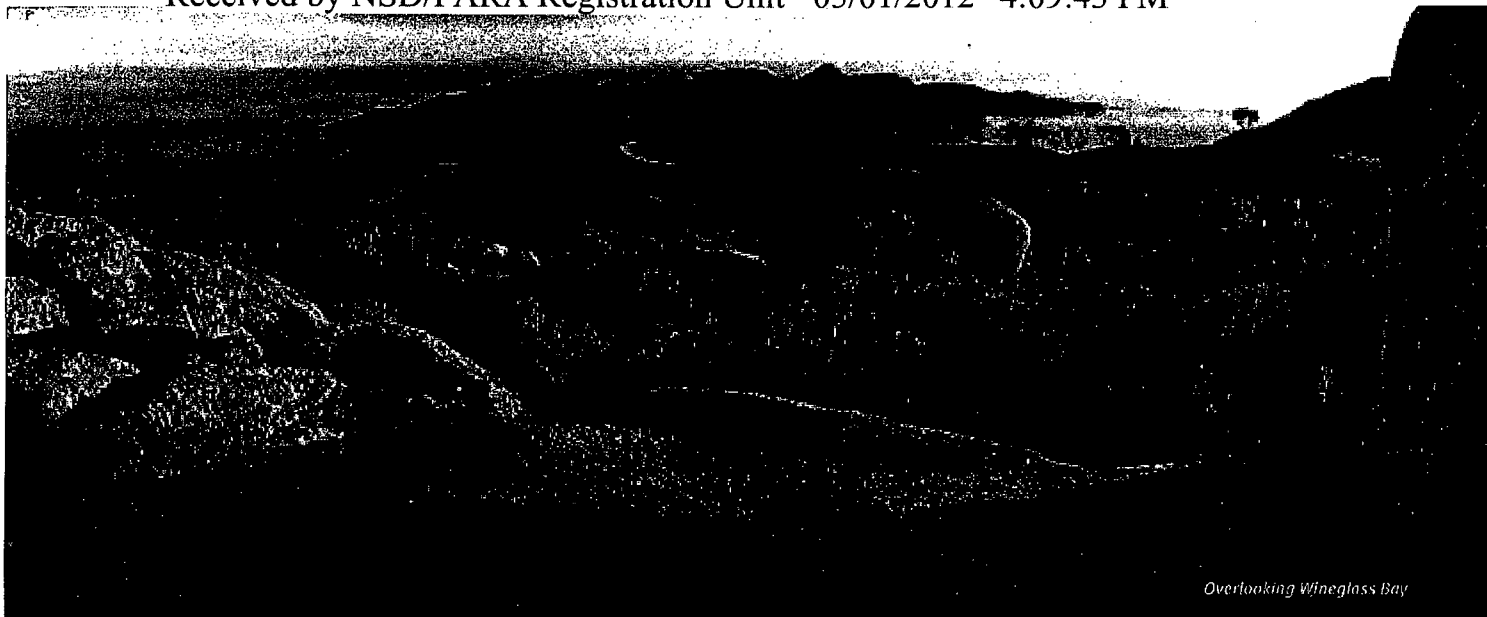
Journey through the largest cool temperate rainforest in the southern hemisphere on a custom built walking track. With no other visitors to the region, the small groups travel through a pristine and remote ancient forest wilderness, fostering a genuinely profound and memorable vacation experience. The Tarkine Rainforest Track transports people into a foreign world, with its vast tapestry of rich greens which forms the backdrop for the six-day walk. Towering rainforest, horizontal trees, giant fresh water lobster and every colour of fungi imaginable all reside within this green wonderland. Recognised globally for its ecological significance, this forest is a direct link to the ancient continent of Gondwana.

The rainforests of the Tarkine wilderness, some 177 000 hectares, include the largest unbroken stand of rainforest in Australia. These rainforests are recognised as being one of the most significant tracts of temperate rainforest on earth. This area was assessed as 'high-quality wilderness' as part of the Regional Forest Agreement and has been recommended for protection and World Heritage nomination on a number of occasions.

www.tarkinetrails.com.au

discovertasmania.com





Overlooking Wineglass Bay

The Walls of Jerusalem Experience

Operated by Tasmanian Expeditions, this introductory bushwalk explores Tasmania's only true alpine National Park, the Walls of Jerusalem. Carrying only the day's necessities we are able to explore soaring dolerite peaks, alpine lakes, ancient pencil pine forests and an abundance of wildflowers from the remote and comfortable base camp. Only accessible by foot, this undiscovered jewel provides an authentic experience within Tasmania's World Heritage Wilderness and this trip is an ideal opportunity to introduce yourself to wilderness camping without carrying full backpacks over long distances.

The four days are filled with long walks carrying only the day's necessities, returning at the end of each magnificent day to the comfortable camping set up. The evenings are yours to relax and enjoy as the guides charm you with their skill in preparing Tasmanian gourmet delights. This is a perfect trip for anyone keen to experience a true wilderness environment and enjoy the simplistic yet rewarding experience of remote camping.

www.tasmanianexpeditions.com.au

Wineglass to Wine Glass

Wineglass Bay on the Freycinet Peninsula is regularly voted one of the best beaches in the world.

On this intimate one-day tour you can explore the beach, learn some of the region's rollicking historical tales and taste a selection of the region's finest food and wine.

Wineglass to Wine Glass captures the history, nature, food and wine of the Freycinet Peninsula. A maximum of eight guests depart from the Freycinet Lodge mid-morning. Apart from the beach and the gourmet lunch, local wildlife, forests and Aboriginal middens dating back tens of thousands of years will feature.

Lunch is served on a secluded point near Hazards Beach. Local seafood, beef, quail, the east coast's finest wines and Tasmanian cheeses are served in a waterside standing camp. There are no buildings or roads anywhere close. It is highly unlikely you will encounter at lunch time anyone else but those on the walk. After the feast, the afternoon can be spent beachcombing or swimming in Great Oyster Bay before boarding a motor cruiser for the half-hour ride back to Freycinet Lodge.

www.puretasmania.com.au/wineglass

60 Great Short Walks

Tasmania offers walking experiences for all levels of fitness and challenge. The 60 Great Short Walks offers diverse walking opportunities that take you into a range of environments including rainforests, along ancient sea cliffs, beside turquoise seas and over jagged mountain peaks. You can walk the coastal beaches of the Bay of Fires or head deep into the southwest wilderness and feel like the only soul on earth. The walks are located throughout Tasmania and can generally be accessed from major roads.

www.parks.tas.gov.au

discovertasmania.com





Within hours of arriving in Tasmania you can experience the world's last temperate wilderness, ancient rainforest, glacial tarns, tall waterfalls, secluded ocean beaches and towering sea cliffs. More than a third of Tasmania is protected in national parks, World Heritage Area, forest and marine reserves. Most of Tasmania's natural places are stunningly beautiful and within easy reach.

Tasmania has a landscape that is both spellbinding and refreshing.

In 2008 Tasmania was named 'No.1 Island in Australia, New Zealand and the South Pacific' by the readers of leading North American travel magazine *Travel + Leisure* for the third time.

The island is one of the world's best walking destinations. It has nearly 3000 kilometres (1800 miles) of world-class walking tracks, thousands of highland lakes, hundreds of clean beaches, extensive underground caverns, large and small islands both remote and accessible, and mountain peaks and crags.

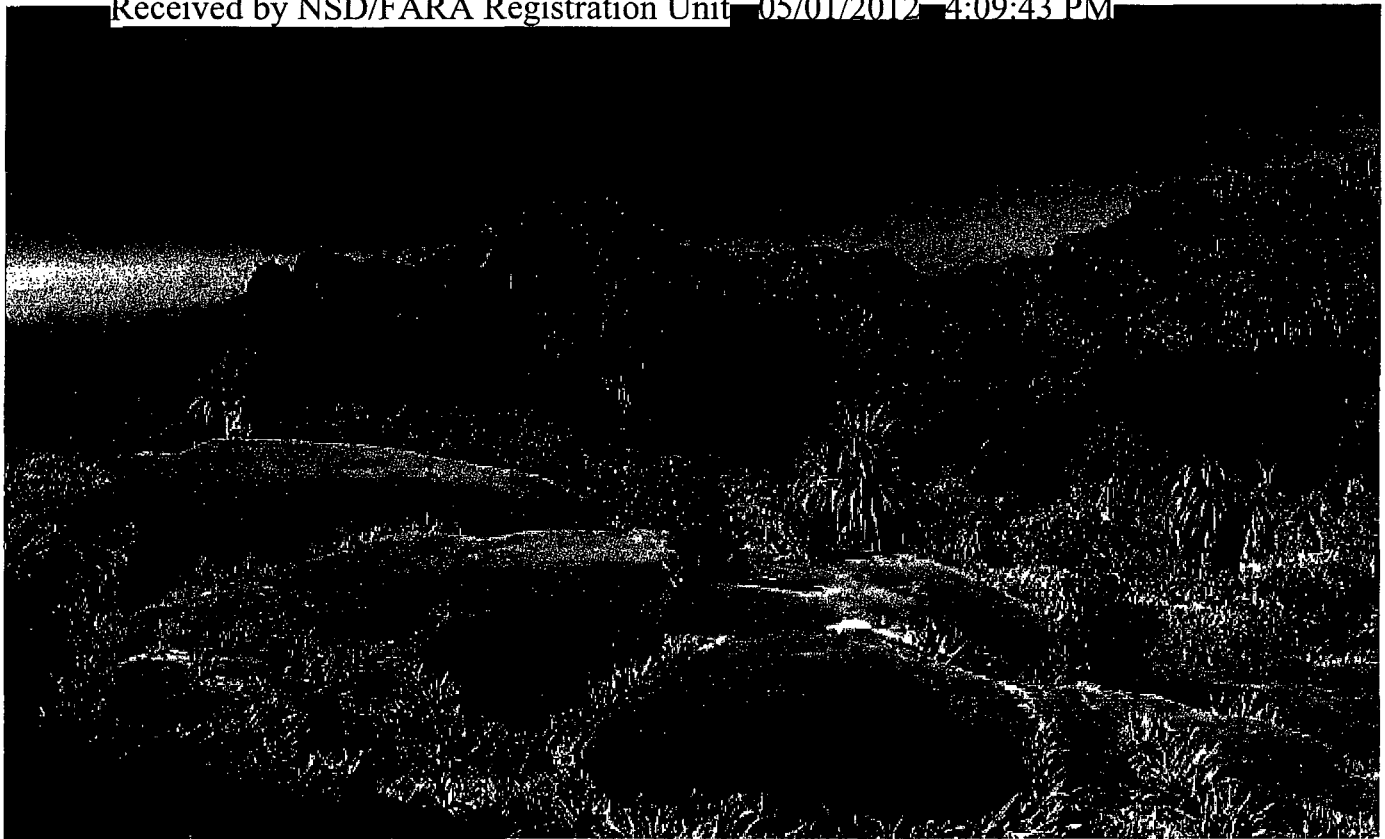
Its wildlife is abundant and varied. The state is the last home of several mammals that once roamed the Australian continent. It is the only place to see in the wild a Tasmanian devil, an eastern quoll (or native cat), the spotted-tailed quoll (tiger cat) and the Tasmanian bettong with a body like a miniature wallaby and small, round face and ears. The devil, a marsupial the size of a small dog but with a bite as strong as a crocodile, is quieter than its fierce reputation unless it is feeding time.

The striped Tasmanian tiger, or Thylacine, was Australia's largest carnivorous marsupial and is a modern-day mystery. The last documented tiger died in captivity in 1936 and though the animal is considered extinct, there have been many unsubstantiated sightings since.

Tasmania also has a delicate underwater environment. With thousands of kilometres of coastline and hundreds of offshore reefs and islands, it offers a wide range of temperate diving experiences and a rich variety of marine habitats. These include giant kelp forests off the Tasman Peninsula and at Bicheno's Governor Island Marine Park.

World Heritage Area

Tasmania's World Heritage Area (WHA) stretches over 1.37 million hectares (3.4 million acres), from Cradle Mountain in the north to South West Cape and the islands beyond. The WHA includes mountains, valleys and lakes formed during the last great Ice Age and forests with trees thousands of years old. The original area was placed on the World Heritage List in 1982 and was extended in 1989. It now covers 20 per cent of Tasmania.



National Parks

Tasmania has 19 national parks. The craggy profile of Cradle Mountain is the island's best-known landmark; located within the Cradle Mountain-Lake St Clair National Park, the mountain is the northern gateway to one of the world's top walks, the Overland Track.

In the west, the Southwest National Park and the Franklin-Gordon Wild Rivers National Park contain ancient rainforest, rare birds and valleys carved by glaciers long gone.

In the north, the tiny Mole Creek Karst National Park is Tasmania's only underground national park and has a magnificent network of deep limestone caves. Narawntapu National Park is another gem, with long beaches and friendly wildlife, located on the island's north coast.

On the east coast, Freycinet National Park has a granite mountain range and secluded bays and beaches along an ever-changing coastline. Mt William National Park also hugs the coastline, in the north-east, and Forester kangaroos are prolific. The Bay of Fires was recently named top destination for 2009 in the *Lonely Planet Blue List*. Douglas Apsley National Park has a number of walks featuring gorges, rocky forested hills, waterfalls, a heath plateau and swimming hole.

In the south, the Tasman National Park features spectacular coastal land formations like the Tasman Blowhole and the Devils Kitchen. Mt Field has some of the world's tallest eucalypt forests, lakes and tarns. Hartz Mountains National Park has subalpine woodlands and alpine crags, moorlands and lakes.

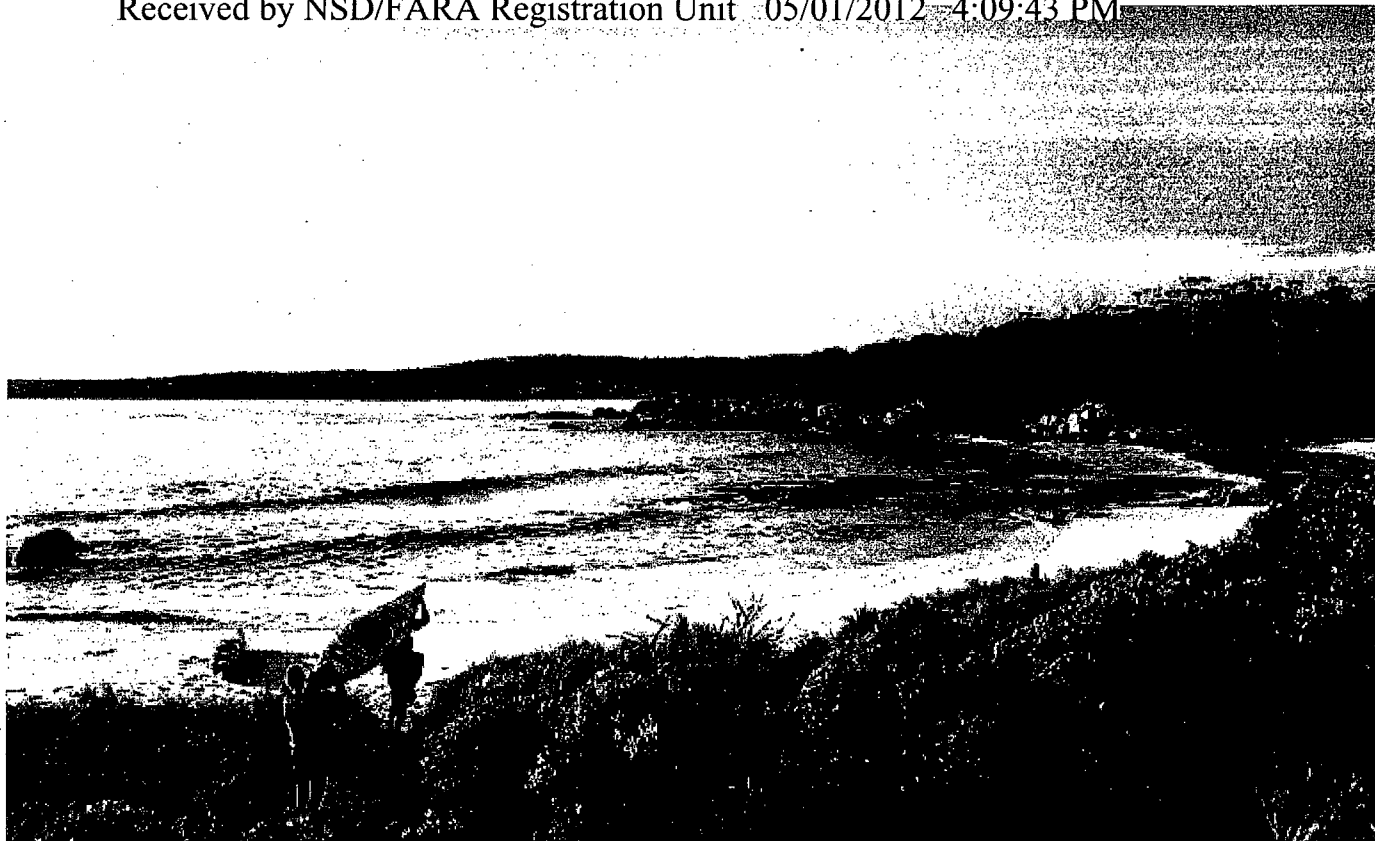
Offshore, the Maria Island National Park on the east coast combines convict heritage with beach and mountain walks and further south, Bruny Island has the small but stunning South Bruny National Park, with wild seascapes and sweeping surf beaches.
www.parks.tas.gov.au

State Forests and Reserves

A network of forests and reserves around Tasmania are part of the touring experience. In the north-east, Evercreech Forest Reserve has the world's tallest white gums, more than 90 metres (295 feet) high. Many reserves, like the one at Liffey, have huge waterfalls and picnic and barbecue facilities.

In the north-west, the exciting eco-tourism development, Tarkine Forest Adventures, is set in the evocative surrounds of a giant blackwood sinkhole and features a thrilling 110 metre (360.8 feet) slide down to the swamp floor.

In the north, Tamar Island is an important wetland habitat for waterbirds and features bird viewing hides and a marshland boardwalk all within minutes from the centre of the city of Launceston.



In the south, the spectacular Tahune AirWalk meanders for half a kilometre (0.3 miles) through the treetops, providing a birds-eye view of mighty rivers, forests and mountains. Wellington Park provides walking, climbing, abseiling, cycling and sightseeing opportunities right on Hobart's doorstep.

Wild and Mild Adventures

From night-time penguin spotting to sea kayaking, the gentle art of fishing for wild brown trout to cliff-side abseiling, Tasmania has a wide range of adventure activities. The island is well-suited to river cruising, sailing, cycling, guided walks, animal and birdlife discovery tours, and adventures with dolphins, migrating whales and seals. For more information on Tasmania, visit: www.discovertasmania.com



The wildlife in Tasmania can at times seem prolific. Bennetts wallabies, seals, penguins and wedge-tailed eagles can be found without venturing too far from the state's capital Hobart. Moreover, regular encounters with wildlife can be an almost inevitable feature of travels around the state. Below are just some of the wild stars of Tasmania.

Tasmanian Devil

About the size of a small dog the Tasmanian devil is endemic to Tasmania and is the world's largest surviving carnivorous marsupial. Tasmania's predominantly English colonists (Tasmania was once an English penal colony) wrongly considered the devils marauders of sheep and chickens. The nocturnal devils are for the most part scavengers and dine out on carrion. The discordant snarls, screeches and growls they make are believed to have contributed to the christening of the devil and are often heard whilst fighting over food and during mating. However, contrary to popular belief they are shy. They are not to be confused with Taz, the whirling dervish created by Warner Bros and inspired, very loosely on the Tasmanian devil.

Real devils can however completely devour their prey – bones, fur and all. A concerted multi-million dollar fight is being waged to save Tasmanian devils from a fatal cancer that is decimating wild populations (www.tassiedevil.com.au).

Wombats

The wombat is the largest burrowing mammal in Australia. There are three sub-species of the common wombat and two of them are found in Tasmania: One (*Vombatus ursinus tasmaniensis*) is found in mainland Tasmania and the other (*Vombatus ursinus ursinus*) is endemic to Flinders Island.

The wombat is common in Tasmania, particularly in the north-east of the state. They are mostly nocturnal but some colonies of wombats, like those on Maria Island for example (which includes populations of Flinders Island wombats re-located to Maria), are readily seen during the day. Typically wombats graze on grass, shoots and succulent roots.

Wombats are solitary animals. They use scent-marking, vocalisations and aggressive displays to mark feeding areas. Each wombat has a 'home range' that is marked by distinctive cube-shaped droppings. Wombat burrows may be up to 10 metres in length and 30 metres deep, with multiple entrances. Each wombat can have up to 12 burrows.



Tasmanian Tiger

The Tasmanian tiger, or thylacine, is an enduring symbol of Tasmania and one testament to the destruction humans can wreck on nature.

As big as a medium-sized dog, thylacines had sandy brown fur, with 12-15 centimetre dark brown stripes across their back and rump. They were Australia's largest surviving carnivorous marsupials. The last known Tasmanian tiger died in Beaumaris Zoo, Hobart, in 1936. The animal is officially classified as extinct. Technically, this means that it has not been officially sighted in the wild or captivity for 50 years. However, there are still unsubstantiated sightings.

There have been many reported sightings since 1936 and some people still believe that the tiger survives in Tasmania. Scientists, however, say that the gene pool would be too small today to maintain a viable population.

The Eastern Quoll

The eastern quoll (or native cat, as it is sometimes called) is endemic to Tasmania. It has been considered extinct on mainland Australia since the 1960s.

Male eastern quolls are about the size of a small domestic cat. Their fur is usually fawn, brown or black. Small white spots cover the body except for the bushy tail which may have a white tip. Compared to the related spotted-tail quoll, the eastern quoll is slightly built with a pointed muzzle.

Eastern quolls are nocturnal and only occasionally forage or bask during daylight. During the day they sleep in nests, underground burrows, under rocks in or fallen logs.

Eastern quolls sometimes scavenge morsels from feeding devils. However, the main component of its diet is invertebrates, especially agricultural pests such as the cockchafer beetle and corbie grub. Carrion and some fruits are also eaten, but the eastern quoll's diet largely consists of insects.



Orange-Bellied Parrot

Endemic Birds

Tasmania has 12 species of bird found nowhere else on Earth. There are also a number of species that are endemic at the subspecies level, such as the threatened wedge-tail eagle, and a number of species that are known as breeding endemics. Breeding endemics breed only in Tasmania and migrate to mainland Australia outside the breeding season. The endangered orange-bellied parrot and swift parrot are two.

Twelve endemic bird species:

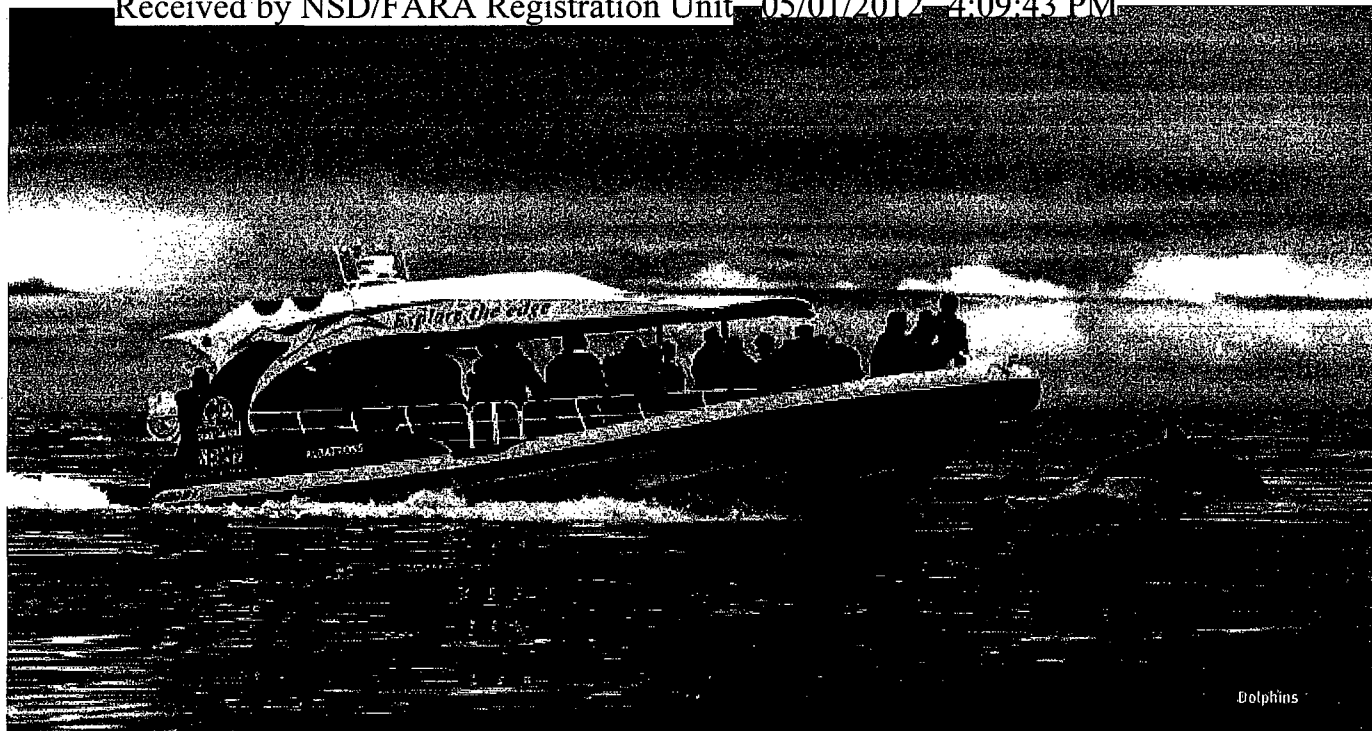
- Tasmanian native hen
- Green rosella
- Dusky robin
- Tasmanian thornbill
- Scrubtit
- Tasmanian (Brown) scrubwren
- Yellow wattlebird
- Yellow-throated honeyeater
- Black-headed honeyeater
- Strong-billed honeyeater
- Black currawong
- Forty-spotted pardalote

Orange-Bellied Parrot Rare and endangered

The orange-bellied parrot (*Neophema chrysogaster*) is one of the world's most endangered species. It is ranked alongside such animals as the Giant Panda and the Siberian Tiger. Fewer than 200 adult birds remain today.

The orange-bellied parrot is a migratory bird. It breeds only in coastal south-west Tasmania but spends the winter in parts of coastal Victoria and South Australia.

The orange-bellied parrot is approximately 20 centimetres long (7.8 inches). Its plumage is bright grass-green above and mostly yellow below with a bright orange patch in the centre of the lower belly. It has a bright azure blue patch on the outer-wing and a blue bar across the forehead above the nostrils. The orange-bellied parrot is also distinguishable by its harsh, buzzing alarm call.



Dolphins

These guys have quite a time of it in waters all around Tasmania. Tasmania bottle-nosed dolphins can be prevalent in Macquarie Harbour, the River Derwent, and in waters off the Tasman Peninsula and Bruny Island. The ever risible dolphin can be a regular accompaniment to tour boats cruising any of these waters.

Little Penguin

The scientific name of the little (or fairy) penguin – *Eudyptula minor* – is most descriptive. Not only are these penguins the smallest of penguins, but *Eudyptula* means 'good little diver'.

The little penguin's streamlined shape and efficient flippers enable it to seek prey in shallow short dives, typically between 10 and 30 metres. Its diet consists of small fish, squid, krill (shrimp-like crustaceans) and occasionally crab larvae or sea horses from the sea floor.

Some little penguins return to their burrows year round, but most stay at sea over autumn and winter. Most birds in a colony return to their burrows in small groups within an hour or so of darkness. Little penguins can be seen in a number of places around Tasmania – including Bicheno, The Neck on Bruny Island, Low Head, Lillioe Beach in Devonport, Bonnet Island near Strahan and in parts of Burnie and Stanley – although the majority (up to 95 per cent of the birds) live on offshore islands.

Whales

There was a time when Hobart residents (nineteenth century) complained of being kept awake by the sounds of whales in the River Derwent. Today, the mere report of a sighting sends a thrill of excitement through the city.

During the nineteenth century the whaling industry was big business in the developing colony of Van Diemen's Land. At the peak of the boom, in the 1830s, there were enough whales in Tasmanian waters to support 32 shore-based whaling stations, from Recherche Bay in the south, to Bicheno on the east coast.

There were nine whaling stations in Hobart. So great were the numbers of southern right whales in the Derwent that it was considered dangerous to cross the estuary in small boats. Today, the southern right whale is among the rarest of whales. But since the end of commercial whaling its numbers have begun to increase and whale sightings in Tasmanian waters are on the rise.

Humpbacks migrate northward past Tasmania to parts of mainland Australia between May and July. They return southward along the Tasmanian coast enroute to their sub-Antarctic feeding grounds between September and November. Southern right whales migrate north along the Tasmanian coast from June to September and return southward between September and late October. A proportion of the population gives birth in Tasmanian waters.

Most whale sightings occur on the Tasmanian east coast. Frederick Henry Bay and Great Oyster Bay on the east coast and offshore cruising are excellent vantage points for whale watching.



Platypus

Platypus

Platypus are identified by their streamlined body, webbed feet (platypus is Latin for 'flat foot'), broad tail and characteristic duck-like bill. They have two layers of fur: a dense waterproof outer-coat and a grey, woolly underfur that provides much-needed insulation. Males have venomous spurs on each ankle.

Platypus are most often found in slow-flowing streams, rivers and in lakes and dams.

In Tasmania, platypus are common in the lakes of the Tasmanian Central Highlands and in the rivers and streams of the south and north-west coasts. Tasmanian platypus (apart from those on King Island) are definitely bigger than their mainland cousins.



Tasmanian Cool Climate Wine

Hopetown Creek Wines

Tasmania will host the 2012 International Cool Climate Wine Symposium, to be held in Hobart February 1-4 2012, supported by a program of regional wine and food events. According to Wine Industry Tasmania CEO Sheralee Davies, "hosting this international conference in 2012 provides Tasmania with an outstanding opportunity to reinforce its cool climate winemaking credentials to the world".

The centrepiece of the conference will be the results of a major national research project into pinot noir and sparkling wines which is expected to attract much attention from around the world.

For updates and further information visit www.winetasmania.com.au/iccs

Tasmania's temperate climate nurtures plump chardonnay, pinot noir, riesling, sauvignon blanc and pinot gris grapes, producing wines of natural elegance and intensity. Tasmania's impressive wine CV is strengthened by a touch of sparkle: Tasmanian grapes also create some of Australia's best sparkling wines.

Some of Australia's finest pinot noirs have their provenance on the island. Without a hint of braggadocio Tassie's friendly, plain speaking vineyard owners, wine makers and cellar door folk will tell you themselves. But if you need more evidence of Tasmania's wine kudos you could soak this up: Tamar Ridge's sauvignon blanc was named the best of its type in the world by the UK's Decanter magazine and the Bay of Fires pinot noir was also awarded the 'Best Red Wine' trophy at the National Wine Show of Australia in November 2010. This was the first time a pinot noir has won the award.

Stefano Lubiano

After searching Australia, fifth-generation winemaker Steve Lubiana selected Tasmania for his cool-climate vineyard.

Overlooking the spectacular tidal estuary of the River Derwent at Granton, 20 km (12 miles) north of Hobart, Stefano Lubiana Wines remains a family owned and operated business, focused on producing small quantities of hand crafted, cool climate, Tasmanian wines.

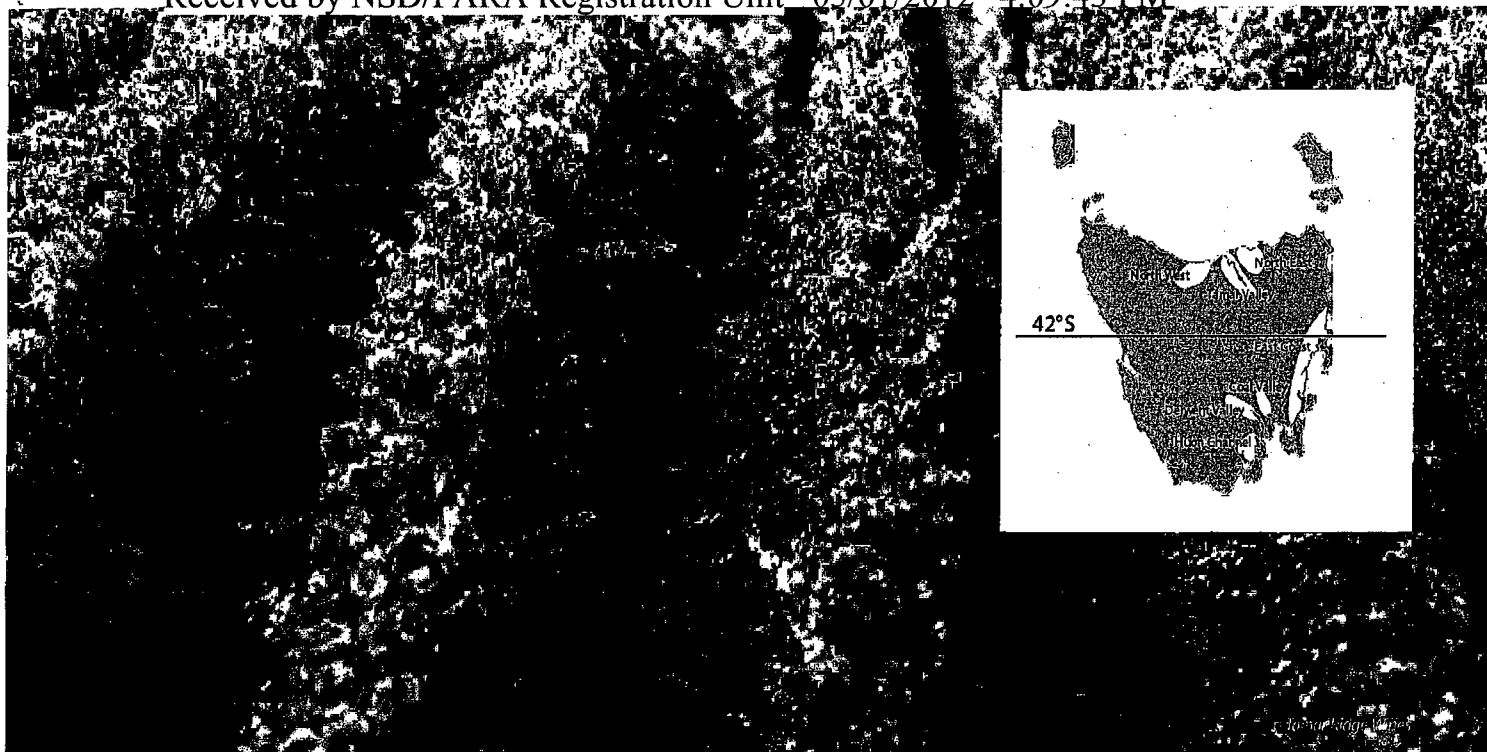
First planted to the Burgundy varieties of chardonnay and pinot noir during the spring of 1991, the vineyard has expanded over the years to its current area of 18 hectares of closely spaced vines. There are also plantings of merlot, sauvignon blanc, pinot grigio, riesling and nebbiolo.

Stefano Lubiana Wines are distributed nationally to every state and territory, and to a number of overseas countries.

www.slw.com.au

discovertasmania.com





Jansz Methode Tasmanoise®

Jansz Tasmania is one of few Tasmanian specialist vineyards. It is solely devoted to sparkling winemaking and has described the technique used in creating their wines as Méthode Tasmanoise®.

The winery was established in 1985 as a joint venture between Heemskerk Vineyards and famous Champagne house Louis Roederer. The Hill-Smith family acquired Jansz in 1997 and the brand was re-born Jansz Tasmania. Jansz Tasmania's wine room and vineyard lies in a small north-eastern corner of Tasmania known as 'Sparkling Tasmania'. Nestled in the heart of Pipers River region, Jansz Tasmania can be found by following the Northern Tasmanian Wine Route, via the Tamar Valley.

www.jansztas.com

Moorilla

Moorilla has been in the vanguard of the Tasmanian wine industry for more than five decades. It was established in 1958 by Claudio Alcorso, an Italian textile merchant. His vision was for Moorilla to become a place where new world aesthetics were imbued with old world values.

David Walsh and his partners acquired Moorilla in the 1990s and later established the Moorilla Museum of Antiquities. In 2005 the vision evolved further with the construction of the Ether Building and the development of iconic brands like the Source Restaurant and Moo Brew. Four radical accommodation pavilions have been added to the existing four and a new winery has been established.

In 2011 evolution became revolution when the MONA Museum of Old and New Art unveiled its radical artistic and cultural agenda in January.

www.moorilla.com.au

Tamar Ridge Tasmania

Tamar Ridge has forged a reputation as one of the state's finest wine producers and has gained international recognition for its sauvignon blanc, riesling, chardonnay and pinot noir. These cool climate varieties thrive in the gentle maritime conditions of the Tamar River estuary. The wines showing exemplary varietal fruit flavours, balanced natural acidity and real richness and intensity. They are an elegant statement of the pristine environment that is the hallmark of Tasmania. Tamar Ridge – true cool climate elegance – 100% Tasmanian.

www.tamarridge.com.au

discovertasmania.com





Clover Hill

Set in the Piper's River region of north-east Tasmania, Clover Hill was established in 1986 as a dedicated sparkling wine estate. Planted solely to traditional sparkling wine varieties – chardonnay, pinot noir and pinot meunier. The 64.7 hectare (160 acre) property overlooks Bass Strait, has a similar climate to the Champagne region of France.

Clover Hill's commitment to creating one of Australia's finest sparkling wines was recognised when it won the '2005 Tasmanian Vineyard of the Year'.

www.taltami.com.au

Frogmore Creek

The straight-forward, down-to-earth winemaking techniques employed at Frogmore Creek produce wines with clear and characteristic varietal fruit flavours.

Frogmore Creek wines are estate-grown in south-eastern Tasmania. The highly acclaimed range of wines is the product of matching apposite varieties of grapes to true cool climate viticulture and following this through with master winemaking. The company's 42 Degrees South label reflects the fruit driven wines from grapes sourced from throughout the state.

www.frogmorecreek.com

Domaine A/Stoney Vineyard

According to Wine Industry Tasmania the Domaine A/Stoney Vineyard wines are frequently compared to the great wines of the world and are wines made for the classicist. The Domaine A cabernet sauvignon has joined the list of Australia's Top 100 Wines for the Langton Classification, the first Tasmanian red wine to do so. Not surprisingly the Domaine A cabernet sauvignon can be found in many of the best restaurants throughout the world including Gordon Ramsey's restaurants. The vineyard is in the Coal River Valley near Hobart.

www.domaine-a.com.au

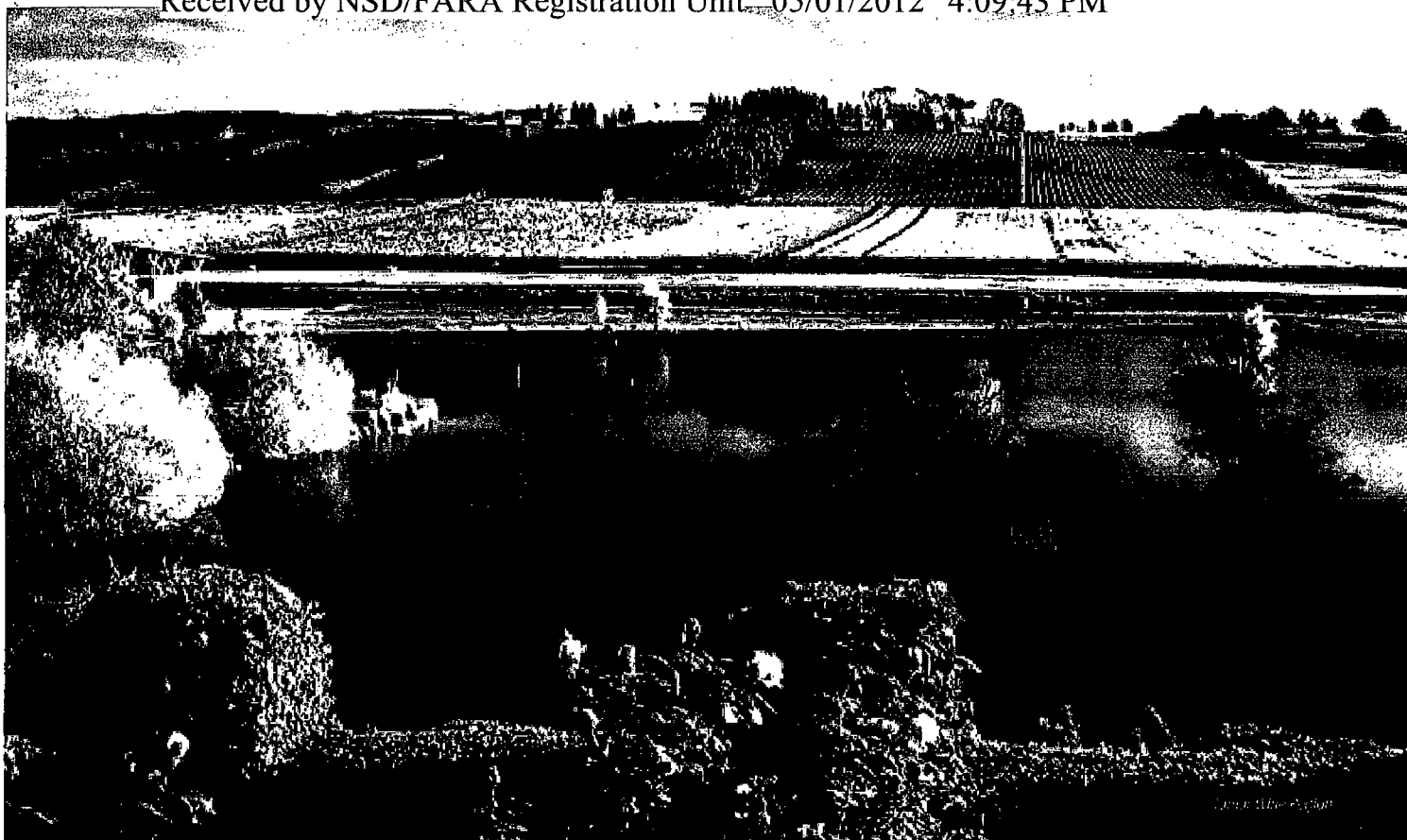
Pirie Tasmania

Dr Andrew Pirie's viticulture and wine making experience has been accrued during his 30 consecutive vintages in Northern Tasmania. Pirie Tasmania is the culmination of the work which began in 1974 when the Pipers Brook Vineyard was founded. The Pirie name is synonymous with Tasmanian wines.

www.pirietasmania.com.au

discovertasmania.com





Lalla Gully

Established in 1992, Lalla Gully vineyard is located in the Pipers River wine region in north-east Tasmania. The 17.8 hectare (44 acre) property is dedicated to producing riesling and pinot gris, cool climate aromatic white varietals, as well as pinot noir. The wines display the lively characteristics, high acidity, mineral flavours and crisp finish typical of the cool Tasmanian climate.

www.taltarni.com.au

Tasmania's Wine Routes

Tasmania's boutique, yet burgeoning, wine industry boasts four distinct wine touring routes – the north, the south, the east coast and the north-west. All are within easy reach of major population centres or en route to some of Tasmania's icon attractions. Each route offers a diverse and sophisticated range of wine styles. These wines are available from an equally diverse array of cellar doors – from ultra modern restaurants to quaint cottages to heritage stables and converted backyard sheds.

You can tour Tasmania's Wine Routes easily by car or on a guided tour. There are a number of tour companies that offer half or full-day visits. Take your time to explore the varied wines of the Tamar Valley, located north of Launceston along both sides of the Tamar River and north-east to Pipers River. Explore the Derwent, Coal River and Huon Valleys, an easy drive from Hobart. En route to Cradle Mountain visit the north-west vineyards or sample wines en route to Freycinet and Wineglass Bay on the sunny east coast.

Please visit www.winetasmania.com.au for further information or to download a brochure on Tasmania's Wine Routes.

Deal Alert: International Cool Climate Wine Summit 01/31 - 02/04/12 in Tasmania from \$4,079 per person/double occupancy

Dear <TK first name>,

Tasmania's wine community, which includes Wine Tasmania, the Australian Wine Research Institute and the Tasmanian Institute of Agricultural Research, will host the 8th International Cool Climate Symposium for Viticulture and Oenology (ICCS) in Hobart January 31, 2011 - February 4, 2012.

Tasmania is the only Australian state where its entire grape production is genuinely cool climate. Tasmanian wines are 'punching considerably above their weight' in relation to their tiny fraction of national production and the relative youth of the current industry.

Hobart's Hotel Grand Chancellor provides a stunning backdrop for the gathering, which overlooks the city's docklands for the informative presentations, keynote speakers, workshops and social programs which include evening functions and pre/post touring opportunities to Tasmania's wine regions.

Goway, the official North American travel provider for ICCS, has package a Wine Enthusiast packages available to attend.

5-night Wine Enthusiast Packages starting at \$4079 per person, double occupancy.

Travel around historic Port Arthur - Salamanca Place, Constitution Dock and Battery Point before making your way across the Tasman Bridge to the historic convict village of Richmond. Fly to one of the World's last untouched wilderness frontiers, South West Tasmania. This World Heritage listed National Park has some of the icons of the Tasmanian wilderness within its boundaries, such as Federation Peak, The Western Arthur Range, Port Davey Marine Reserve and the rugged south coast that borders the Great Southern Ocean. Attend the Cool Climate Symposium and Gala Dinner and sample a Tasmanian wine and food extravaganza. Take time to browse the art and craft stalls at the famous Salamanca market.

Packages include return International economy class flights from Los Angeles to Hobart, roundtrip seat in coach transfers from airport to hotel, 5 nights' accommodation at your chosen hotel, tours and International Cool Climate Gala Dinner and Plenary Session.

Prices range from \$4079-\$4439 per person - double occupancy depending on accommodations. Valid on January 29th through February 25, 2012. For more information please visit <http://www.goway.com/specialevents/cool-climate/extensions/wine-enthusiasts-package.html> or call (866) 913-6981. For more information on ICCS and its schedule, visit: winetasmania.com.au/iccs/home.

Tourism Tasmania can also provide assistance for approved wine consumer and trade media to attend ICCS to attend the conference and explore the island's wine scene for confirmed editorial research needs. Assistance includes round trip economy airfare to Hobart, accommodation, admission to ICCS, most meals and a comprehensive itinerary to take in

Tasmania's wine regions including the Tamar Valley and Coal River Valley. For more information, contact: Gaye Jacobs, gaye.jacobs@aboutdci.com; 310.541.5661

I'll follow up with you later in the week if I don't hear from you beforehand.

Cheers,
Malcolm



Media Contact: Gaye Jacobs
310 541 5661; gaye.jacobs@aboutdci.com

Tourism Tasmania's Karen Stotz Wins Australia's Industry Recognition Award

(Tasmania - October 31, 2011) Karen Stotz, Tourism Tasmania's North American Travel Trade Manager, was awarded Tourism Australia's Industry Recognition Award at last night's Corroboree Opal Awards in Australia. The award is granted to the North American tourism industry professional who has best served the needs of agents and tourism industry suppliers selling Australia.

Since 1999, Stotz has worked with Tourism Tasmania to increase the profile of the destination among North American travel trade. She was responsible for developing the Tasmania Specialist Program – a continuing education program for agents to learn more about Tasmania and sell the destination more effectively. Stotz conducts regular educational webinars, coordinates familiarization programs and provides destination and product training for wholesale Product Managers and reservations staff. She also coordinates Tourism Tasmania's trade marketing campaigns in North America working closely with Tourism Australia, airline partners and wholesale travel companies.

"This award reflects Karen's genuine passion not only for Tasmania, but for the travel industry which help to bring visitors to experience our diverse island," noted Tourism Tasmania CEO, Tony Mayell. "We can't think of a more deserving honoree!"

For more information on Tasmania and the Tassie Specialist travel trade education program visit http://www.tassietrade.com.au/trade/markets/north_america.

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Toronto Convention & Visitors Association

**Nick Atschuller, Improper Bostonian
October 7-9, 2011**

Contacts:

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kbuttigieg@torcvb.com

Important Notes:

- When out visiting attractions in Toronto, bring along your VIP Passport to Toronto Attractions (found within your welcome bag).
- Bring comfortable walking shoes on your trip, which will be necessary for various walking tours – You will not need formal clothing attire during your stay. Slacks or jeans and a polo shirt for men are suitable for the evenings.
- Tourism Toronto is pleased to take care of your transportation, accommodation, meals, admission to venues on your itinerary. However incidentals and personal purchases are not covered by Tourism Toronto.
- Please ensure you bring a credit card to check into the hotel for any incidentals, mini bar, telephone calls, internet usage, and extra meals during your time here.

Friday, October 7

10:36 am Arrive **Toronto Pearson International Airport**, Air Canada, Flight #357 -
Meet your driver from Francesco's Limousines outside of Customs (416-893-2641, confirmation # 34993 – look for driver holding sign with names on it) and transfer to check in to...

Check in to host hotel Thompson Toronto - Confirmation #2194901

550 Wellington Street West
(416) 640-7778

www.thompsonhotels.com

Contact: Christine Mulligan, Director of Sales

Thompson Toronto is located in the eclectic arts and design neighborhood of King West Village, and adjacent to the financial and entertainment districts. Designed by Studio Gaia all 102 guest rooms feature floor-to-ceiling windows with sweeping views of the city furnished in a contemporary, luxurious and comfortable fashion. Its three dining facilities, opening soon, will cater to all tastes: a modern incarnation of a traditional Diner which will be open 24 hours; upscale Italian Cuisine by Scarpetta, the acclaimed restaurant by renowned Chef Scott Conant; and Wabara Sushi.

Other hotel amenities include a pool, a state of the art screening room, an exclusive lounge/club, a private rooftop bar and event space, 24-hour Concierge and Room Service, State-of-the-art 24 Hour Fitness Center, Valet Parking and Chauffeured Car Services, Olympic-size heated swimming pool, Multiplex of nightlife and dining locations- including Scarpetta Restaurant, Wabara Sushi, Counter Diner and Rooftop Lounge and Pool, Business Center, 24-hour Concierge and Room Service, Daily Delivery of Domestic & International Newspapers, Twice-Daily Housekeeping Service and Wi-Fi Internet Access.

12:00 pm Lunch at The Counter Inside the Thompson Hotel with Maria Chung, Director of Sales – meet Maria at The Counter

Following lunch, depart on a **brief tour of the hotel** with Maria

1:45 pm Depart via Diamond Taxi for... (ask the concierge to call or hail a Diamond Taxi for you and use the voucher found within your Welcome to Toronto bag to pay for the service)

2:15 pm CN Tower – ask for Irene Knight at the Guest Services Desk upon arrival; she will walk you through the Tower for a general tour

301 Front St. W.
416/868-6937
www.cntower.ca
Contact: Irene Knight, PR Manager

CN Tower, the world's Tallest Building and Wonder of the Modern World, offers spectacular views, spell-binding Glass Floors and elevators, motion theatre ride, arcade and fantastic shopping. Visit Horizons for casual fare, or experience award winning fine dining in 360 The Restaurant at the CN Tower (elevation is complimentary with entree). The CN Tower welcomes groups, corporate parties, associations and more.

2:30 pm CN Tower Edgewalk

EdgeWalk at the CN Tower, Toronto's most extreme attraction, is now open! Beginning at 9:30 a.m. on August 1st, adventure lovers prepared to walk on the edge of one of the world's greatest man-made wonders, 356m/1168ft (116 storeys) above the ground.

EdgeWalk is CN Tower's most thrilling attraction in its 35 year history, and the first of its kind in North America. It is the world's highest full circle hands-free walk on a 5 ft (1.5 m) wide ledge encircling the top of the Tower's main pod. Visitors will walk in groups of six, while attached to an overhead safety rail via a trolley and harness system. Trained EdgeWalk guides will encourage participants to push their personal limits, allowing them to lean back over Toronto with nothing but air and breathtaking views of Lake Ontario beneath them.

Designed with the highest international safety and security standards in mind, EdgeWalk will run 1.5 hours, with the outdoor walk lasting approximately 30 minutes. Tickets cost \$175 CAD and include a keepsake video, photos and certificate of achievement. Participants will also receive a Total Tower Experience Ticket which includes access to Look Out, Glass Floor, Sky Pod, Movie and Motion Theatre Ride. EdgeWalk will operate seasonally from May to October in all-weather except for

electrical storms and high winds. Varying weather conditions will make the EdgeWalk experience different with each visit.

- 4:00 pm** **Remainder of the afternoon is at your leisure**
- 7:00 pm** **Depart via Diamond Taxi for...**
- 7:30 pm** **Dinner at Kultura.** *Dinner, excluding alcoholic beverages is complimentary of the restaurant. Please leave full gratuity for your server.*

169 King Street East

416-363-9000

Contact: Frank, Owner, or James, General Manager

www.kulturatoronto.com

Kultura Restaurant is a 3 Floor very fashionable King St. East, it-spot which previously housed the Wagner Rosenbaum Gallery. Seats up to 200 in four different rooms. The menu is diverse with Global offerings that include anything from Italian to Asian-fusion dishes, seafood, Steaks, desserts and more. Beautiful to behold, Kultura Restaurant bills itself as a spot for "social dining" with tapas/small plates of exceptional food that take diners on an endlessly inventive and inspired world tour

NIGHTLIFE OPTION:

Drake Hotel:

1214 Queen Street West

10:00 pm - 3:00 am

Cover: \$12.50 in advance/\$15 at the door

Venue: Melody Bar

MANSION & EARMILK.COM are proud to present POP KULT! a new monthly dance party that emphasizes the fun, playful side of electronic music.

Saturday, October 8

- 9:30 am** **Depart via Diamond Taxi for...** (please ask the concierge to call a Diamond Taxi for you and pay for it with the voucher found within your Welcome to Toronto bag)

- 10:00 am** **Ultimate Insider's Tour of West Queen West.** Your tour guide, Betty Ann Jordan, will be waiting in the lobby of the **Gladstone Hotel** (Cell: 416-453-3120)

Please bring the 2 TTC day passes with you this morning for you and the tour guide - these are in your Welcome to Toronto bag

1214 Queen Street West

Toronto, ON M6J 1J6

Discover art, architecture, and the secret spots and neighbourhood gems only a knowledgeable local could show you. Along the way, be introduced to gallerists, artists, and local characters. Whether you frequent Queen West regularly or it's your first time visiting you'll enjoy this one-of-a-kind tour with equal parts art lesson, gossip session and peek inside Toronto's Art and Design district.

2:00 pm Meet your tour guide – **Bruce Bell** – in the South Market of the Historic St. Lawrence Market just inside the main door in the Souvenir Shop by the cardboard cutout of the Mountie to **depart on Toronto City Walking Tour**

92 Front St. E.,
Toronto, ON M5E 1C4

Discover Toronto's many neighbourhoods that offer an eclectic mix of architecture, food and shopping. This vast cultural diversity creates a worldly experience for visitors. There's Old Town, Fashion and Entertainment, Kensington Market, Chinatown, Polson Pier, Casa Loma, CN Tower, our Underground, and much more. The Art Gallery of Ontario, Royal Ontario Museum, Ontario College of Art and Design and its expanded Building in the Sky created by architect Will Alsop that is perched on nine storey stilts, hip Queen Street West, and the list goes on!

In the centre of historic Old Town Toronto, close to the hub of today's downtown sits the St. Lawrence Market Complex - three buildings that have served as Toronto's social centre, City Hall and marketplace throughout the City's history. Explore the south market building with its restaurants, artisans and specialty food vendors offering visitors the unique and lively atmosphere of an authentic farmers market; the Market Galley with changing exhibits dedicated to Toronto's art, culture and history; and the Market Kitchen with cooking classes for all ages and abilities. In the north market building you'll find the farmers' market where farmers arrive every Saturday at dawn to sell their meat, cheese and produce, just as they have been for more than 200 years. The St. Lawrence Hall, which contains the magnificent Great Hall, continues to be Toronto's favourite site for social and business functions. Complete your visit with a walking tour of St. Lawrence Market Complex to hear about its 200-year history.

7:00 pm **Depart via Diamond Taxi for...** (please ask the concierge to call a Diamond Taxi for you and pay for it with the voucher found within your Welcome to Toronto bag)

7:30 pm

Dinner at The Drake

1150 Queen St. W.
Toronto, ON M6J 1J3

The Drake Hotel has become a Toronto cultural, entertainment and culinary landmark. With nightly live entertainment and innovative art salons, the Drake has come to be known as an energetic hub for visual & performance art, dining and hospitality. We are more than a place to eat and sleep; we are a hotbed for culture.

NIGHTLIFE OPTION:

Drake Underground:

MY FAVORITE ROBOT W/JORI HULKKONEN

Saturday October 8 DOORS @11PM \$10 DRAKE HOUSE PARTY

The brains behind fast-rising label My Favorite Robot smash together a monthly showcase of forward-thinking dance music, taking disco, techno + electronic goodies from the streets and bringing them straight to the Underground. Finland's Jori Hulkkonen has never been one to paint himself in the corner. With releases in the last two decades exploring 360 degrees on the musical radar, he's been hailed as "the most underrated

producer in the world", "living legend of electronic composition" and "music's best kept secret".

Sunday, October 9

Explore Toronto's neighbourhoods and markets at your leisure

Chinatown

Location: Dundas Street West and Spadina Avenue. The corner of Spadina and Dundas Street West wouldn't look at all out of place in the middle of Hong Kong. The crowds of people and the buzzing activity add to the captivating atmosphere of Toronto's downtown Chinatown. Elegantly stroked Chinese characters grace store and street signs. Oriental shops and markets with exotic fruits and vegetables spill onto the sidewalk, where grocers literally sing as they invite street goers to browse their selection. Chinatown prides itself on the wide variety of authentic Asian cuisine it offers. A bountiful selection of Chinese, Thai, Japanese and Vietnamese restaurants spread throughout this genuine neighbourhood. Visitors can experience Peking duck served in two courses at the Bright Pearl, fabulous dim sum that's available all day long at Golden Leaf, or for real Vietnamese beef pho visit Pho Hung with the red cow on its sign. Delicious food and constant excitement give more than enough reason to visit Chinatown, but it gets better. Toronto's Chinese New Year celebrations rival those of the ancestral homeland. Attend this vivacious celebration to see spectacular decorations, dancing dragons and endless amounts of food that accompany the festivities each year. Toronto contains Canada's largest Chinese population, and therefore extends the Asian communities far beyond the main downtown Chinatown. In total, the greater area of Toronto includes six Chinatowns. "Chinatown East" lays between Broadview and Gerrard, originated in 1970s and now consists of ethnic street-level businesses. Next are Agincourt, or "Scarborough Chinatown", and Mississauga Chinatown. Comprised of Chinese retail shops, these neighbourhoods are the city's suburban Chinatowns located along the arterial roads in the former municipality of Scarborough, and to the west in the City of Mississauga. Richmond Hill-Markham is Toronto's "Chinatown North" and originated in the 1980s due to an influx of wealthy Asian business families searching for newer high-end housing on larger lots. **Famous sites:** The Art Gallery of Ontario and the Bright Pearl or Golden Leaf restaurants for dim sum. **Hidden gems:** Look up to see gorgeous street sculptures along Spadina, including a dragon and a black cat on a chair.

Kensington

Toronto's Kensington Market, the neighbouring precinct of Chinatown, is the city's absolute hipster centre and hub for counter-culture and is a maze of narrow streets and alleys, many of which are lined with brightly-coloured Victorian houses presenting their wares and trinkets. During the 1920's, it was known as the Jewish Market and its offerings today are indicative of a time when Jewish families would set up stands in front of their homes and sell their goods to one another. This was the start of Toronto's famous Kensington Market. In today's Kensington Market, you can sense the city's rich multicultural mix, obvious in the shops packed with goods from Europe, the Caribbean, the Middle East, South America and Asia. Kensington Market is where the city's cultural mosaic comes together creatively and collaboratively, giving visitors a Toronto experience unlike any other. Kensington will provide visitors with a sensory trip around the world and access to a treasure trove of vintage and second-hand clothing shops tucked in among eclectic restaurants and cafés. The energetic neighbourhood truly comes to life when it hosts its

summer long Pedestrian Sundays. On the last Sunday of the month during June, July and August roads are closed to vehicular traffic and the entire city and its visitors come out to play within an eclectic mirage of foodie vendors, marketers selling everything from antiques to restored vintage clothing and a constant flow of entertainment including spoken word poets, Brazilian capoeira dancers and buskers. This neighbourhood is filled with a passion that will pique all senses and have its guests coming back for more. **Famous sites:** In Kensington it's all about the cafés: Moonbeam Café, Hot Box Café (Toronto's first and only pot positive café), Number 10 Fire Station. **Hidden gems:** If you spot a [murmur] sign, call the phone number listed on it to hear a unique Toronto story.

- 2:45 pm** Meet your driver from Francesco's Limousines outside of the Thompson Toronto Hotel (416-893-2641, confirmation # 34994 – to **depart for Toronto Pearson International Airport**
- 5:45 pm** Depart Toronto, Flight AC366

###

Suggested Attractions in Toronto during Free Time with your VIP Passport

Royal Ontario Museum (ROM)

100 Queen's Park, Toronto

Phone: 416-586-8000

www.rom.on.ca

With more than six million objects in its collection, the Royal Ontario Museum (ROM) is a treasure trove in downtown Toronto - a place where curious minds may explore world culture and natural history. The largest such museum in Canada, the Royal Ontario Museum and its galleries showcase everything from Egyptian mummies to Chinese temple art to early Canadiana. Displays at the Royal Ontario Museum also include such wonders as dinosaur skeletons, a bat cave and several interactive galleries. One of the most remarkable features of the Royal Ontario Museum is its Michael Lee-Chin Crystal

Bata Shoe Museum

327 Bloor Street West

Contact: Elizabeth or Rosmarie

(416) 979-7799

Discover the treasures of North America's charming and surprising shoe museum. Hundreds of shoes (from a collection numbering over 10,000) are on exhibit in architect Raymond Moriyama's award-winning four-storey structure.

The Museum celebrates the style and function of footwear in four impressive galleries. Footwear on display ranges from Chinese bound foot shoes and ancient Egyptian sandals to chestnut-crushing clogs and glamorous platforms. Over 4,500 years of history and a collection of 20th-century celebrity shoes are reflected in the semi-permanent exhibition, All About Shoes. Three other galleries feature changing exhibitions, so there's always something new to see.

Art Gallery of Ontario
317 Dundas Street West
(416) 977-0414
<http://www.ago.net>

The Art Gallery of Ontario is a giant on the Toronto arts scene. Already known as one of the largest art museums in North America, the Art Gallery of Ontario (or AGO) grew even larger with its recent expansion. Visitors to the re-energized, revamped Art Gallery of Ontario will enter a new building designed by Frank Gehry, the award-winning architect who grew up in Toronto. Artwork housed at the Art Gallery of Ontario ranges from European to Canadian to Inuit to Australian Aboriginal art and beyond. The Toronto art museum's permanent collection of art numbers in the tens of thousands, with 5,000 pieces of art on display in the Art Gallery of Ontario's 110 galleries. Art Gallery of Ontario highlights also include The Grange, a Canadian national historic site, the Edward P. Taylor Research Library and Archives, and Baillie Court, a 7,000-square-foot venue that can accommodate meetings and other private events. The Art Gallery of Ontario's Gallery School offers art education courses and workshops for all ages.



Toronto Convention & Visitors Association

**Luxe Eats Toronto Press Tour Itinerary
October 25-29, 2011**

Contacts:

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416-893-2641

Maureen Haley – Tourism Toronto Publicist
Development Counselors International
212-444-7145/Cell: 416-528-6102
mhaley@aboutdci.com

Diamond Taxi
416-366-5111

Important Notes:

- When out visiting attractions in Toronto, bring along your VIP Passport to Toronto Attractions (found within your welcome bag).
- Bring comfortable walking shoes on your trip, which will be necessary for various walking tours – You will not need formal clothing attire during your stay. Slacks or jeans and a polo shirt for men are suitable for the evenings.
- Tourism Toronto is pleased to take care of your accommodation, some meals, and admission to venues on the planned itinerary. However, incidentals and personal purchases are not covered by Tourism Toronto.
- Please ensure you bring a credit card to check into the hotel for any incidentals, mini bar, telephone calls, internet usage, and extra meals during your time here.
- Tourism Toronto is not responsible for any additional expenses such as meals, cab expenses and anything else you may incur beyond those outlined in the itinerary and cab expenses you may incur. Tourism Toronto is not able to reimburse media for their expenses.

Tuesday, October 25, 2011

Maureen and Michele check in at host hotel below at your leisure

11:00 am **Wayne** depart **London, Ontario** – VIA Rail, Train #72 (Booking Confirmation: URI094)

1:11 pm **Wayne** arrive **Toronto's Union Station** – depart via Diamond Taxi (voucher sent in advance) to check in to host hotel below

11:30 am **Donna** depart **NYC LGA** – Air Canada, Flight 709

1:03 pm **Donna** arrive **Toronto Pearson Intl. Airport** – meet Francesco's Limo driver outside terminal exit (look for sign with your name on it) and transfer to host hotel below, confirmation #: 35215

1:00 pm **Kate** depart **Vancouver** – Air Canada, Flight 108

2:24 pm **Kate** arrive **Toronto Pearson Intl. Airport** – meet Francesco's Limo driver outside terminal exit (look for sign with your name on it) and transfer to host hotel below, confirmation #: 35216

3:30 pm **Michael** depart **NYC LGA** – Air Canada, Flight 717

5:02 pm **Michael** arrive **Toronto Pearson Intl. Airport** – meet Francesco's Limo driver outside terminal exit (look for sign with your name on it) and transfer to host hotel below, confirmation #: 35217

Check in to Thompson Toronto Hotel

550 Wellington Street West

Toronto, ON M5V 2V4

(416) 640-7778

www.thompsonhotels.com/hotels/toronto

Contact: Christine Mulligan, Director of Sales

Confirmation #'s:	Maureen	2214543
	Michael	2214548
	Donna	2214547
	Wayne	2214544
	Michele	2214546
	Kate	2214545

Thompson Toronto is located in King West, not far from the Financial and Entertainment Districts. The hotel was designed by Studio Gaia and includes 102 guest rooms. Each room has floor-to-ceiling windows and contemporary, fashion-forward furniture. Food options consist of The Counter, a 24-hour diner, Wabora Sushi and chef Scott Conant's Italian restaurant Scarpetta

Hotel amenities include a rooftop infinity pool, a screening room, a rooftop bar, an event space and a lounge/club. Also available is 24-hour concierge and room service. Other features include a business centre, 24-hour fitness centre, daily delivery of domestic and international newspapers, housekeeping service twice daily and WiFi internet access.

Day free to explore hotel and city at your leisure (use your Toronto VIP Attractions Passport found within your Welcome to Toronto bag)

5:00 pm Meet *Tourism Toronto* reps *Maureen Haley* and *Vanessa Somarriba* and *Thompson Toronto's Christine Mulligan* in the hotel lobby to depart up to rooftop for **Welcome Cocktails at Thompson Toronto** (Christine is hosting the group)

6:30 pm **Welcome Dinner at Scarpetta** at the Thompson Toronto with *Tourism Toronto* reps Maureen and Vanessa – reservation under Tourism Toronto

Contact: Buffy

(416) 601.3590

<http://www.thompsonhotels.com/hotels/toronto/thompson-toronto/eat/scarpetta>

Note: Scarpetta is providing a 50% discount off food (alcohol to be paid in full) – please charge to Vanessa's credit card

Famed Chef Scott Conant oversees Scarpetta – the first international outpost of the acclaimed Scarpetta Italian Restaurant, which Famed Chef Scott Conant oversees Scarpetta – the first international outpost of the acclaimed Scarpetta Italian Restaurant, which first opened in Manhattan. Scarpetta has been named on countless "Best New Restaurant" Lists. Conant's cuisine is heralded as both rustic and refined –soulful Italian; a humble and honest approach to Italian cuisine.

Signature dishes include: Spaghetti with Tomato & Basil, Creamy Polenta with Fricasse of Truffled Mushrooms, Yellowtail with Ginger Oil & Sea Salt, Moist-Roasted Capretto with Rapini, Pancetta and Potatoes.

Note: Freelance travel writer, Alessandra Cayley of Brazil, will be joining

Wednesday, October 26, 2011

8:30 am Meet Tourism Toronto rep Maureen Haley in hotel lobby to depart via Diamond TaxIs for...

9:00 am Meet Historian and Tour Guide **Bruce Bell** and Tourism Toronto rep Vanessa Somarriba at the **St. Lawrence Market** – as soon as you enter the main Front Street centre doorway of the South St. Lawrence Market, there is a Souvenir Shop on the left where there is a life size cardboard cut-out of a Canadian Mountie; Bruce Bell will meet you there! He will be wearing a name tag and his cell is (647) 393-8687, www.brucebelltours.ca

St. Lawrence Market

91 Front Street East

Located on the southwest corner of Jarvis and Front Sts. right in the heart of downtown Toronto three blocks east of Yonge Street

www.stlawrencemarket.com

Note: Freelance travel writer, Jennifer Merrick of the Buffalo News, will be joining the group at St. Lawrence Market at approximately 9:30 am

Bruce will escort you over for **breakfast at Carousel Bakery at the St. Lawrence Market** (Contact owners of Carousel: Robert or Maurice) – enjoy complimentary breakfast

Carousel Bakery- Peameal Bacon Sandwich

Carousel Bakery has been at the same location in the Market for over 30 years. They are world-famous for their "pea-meal bacon on a bun" sandwich. The fabulous sandwich has been "often imitated but never duplicated" by many competitors over the years. There are lineups at their counter every weekend for this Canadian breakfast tradition. They

have a family connection with Brown Brothers Meats, who claim to be the originators of pea-meal bacon in the Market years ago.

www.stlawrencemarket.com/shopping/vendors/carousel.html

9:30 am

Depart on St. Lawrence Market tour with Bruce Bell

This unique two hour tour includes a guided walk with **Bruce Bell** through Toronto's famed **St Lawrence Market** hearing about its fascinating 200 year history.

Don't miss...

Stonemill Bakehouse- Bread

For over 15 years Stonemill are well known for their fresh, organic and whole grain breads, buns, rolls, and muffins. They offer over 40 kinds of bread. Many of their products are baked on-site, but most are baked daily at their large bakehouse in Scarborough. Many customers have become friends over the years, and quite often meet celebrities, tourists and famous chefs shopping for the wonderful breads. On Saturdays they sell out all their stock by the late afternoon. www.stonemillbakehouse.com

Kozlik's Canadian Mustard

Kozlik's Mustard was established in 1948. Jeremy has owned the business since 2000 and has expanded the product line. Did you know that 90% of the world's mustard is grown in Canada? Or that mustard is the second most popular spice in the world next to black pepper? <http://www.mustardmaker.com>

Ukrainian Store Dnister- Kobassa

The Pityks took over the business in 2005 from friends who had served Ukrainian foods, chicken and ribs in the same location for over 20 years. Maria and Manolyia have expanded the menu and introduced more varieties of food. They specialize in home-made kobassa sausages, made fresh with quality meat and spices but no additives or preservatives.

Caviar Direct

Caviar Direct has had over a decade of experience in the selection and purveying of fine caviar, artisan smoked salmons, truffles, truffle oils, and unique Canadian gourmet products. Their clientele is diverse but discriminating, and many celebrities, restaurateurs, caterers and Master Chefs shop here for top quality smoked salmon, truffle oils, and caviar. www.stlawrencemarket.com/shopping/vendors/caviardirect.html

Luba's Gourmet Coffee & Tea Boutique- Coffee

Luba's has been a Market institution since 1962, in the same location at the front of the Market. Luba's offers a large selection of imported coffee beans and teas (loose and packaged). They will grind coffee beans to the customers' specifications. They carry specialty syrups, flavoured coffee beans, organic, Free Trade coffee beans, de-caff beans, as well as an interesting choice of tea and coffee-making accessories.

11:30 am

Sharpen your cooking skills, taste and enjoy your own culinary creation at the Miele Gallery in **'The Market Kitchen'** at **St. Lawrence Market** – *Tourism Toronto rep Pracheer Saran will meet you there at 12:30 pm*

Contact: Rebecca Grima
Marketing & Communications Consultant
St. Lawrence Market Complex

P: 416.392.7986 rgrima@toronto.ca

www.stlawrencemarket.com

Note: Cooking class is being hosted by St. Lawrence Market

Let the energy and excitement of the market place inspire you to bake, broil and braise with confidence at The Market Kitchen cooking school. Expert chefs will guide you step-by-step through the cooking process, from food selection to mouth-watering meal. You will learn to prepare a variety of world cuisines using only the freshest of ingredients available at the market. While the cooking classes change each season, the quality remains the same.

Located on the west mezzanine of the south market, The Market Kitchen is a cooking school and event venue. The 2,400 sq. ft. space features a soaring ceiling, exposed brick walls and 20 ft. windows — all of which provide the historic backdrop to the fully-equipped kitchen outfitted with state-of-the-art appliances, sponsored by Miele.

2:00 pm Kate - Jamie Kennedy Interview (waiting on confirmation from Joanna Dickens Joanna@jamiekennedy.ca)

2:30 pm Depart with Tourism Toronto rep Maureen Haley via Diamond Taxis for...

3:00 pm Steam Whistle Brewing Tour - ask for Sybil upon arrival

STEAM WHISTLE BREWING

The Roundhouse - 255 Bremner Blvd.

phone: 416.362.2337 x225

www.steamwhistle.ca

Contact: Sybil Taylor, Communications Director

Steam Whistle, an independent brewery housed in Toronto's historic John St. Roundhouse, has a singular focus of making just one beer of exceptional quality that Canadians can be proud of. They brew their refreshing Pilsner with traditional brewing methods and only four, natural ingredients. Steam Whistle Pilsner is packaged in signature green glass bottles, cans & draught, and is shipped fresh across Ontario, Alberta and more recently BC to Beer and Liquor Stores as well as licensed bars & restaurants. Steam Whistle welcomes more than 95,000 visitors to the brewery each year to the on-site retail store, for a tour, or to attend one of the many on-site events and art shows. Highly awarded for its premium beer, its business success, community support and environmental practices, Steam Whistle Pilsner is now one of the top selling premium beer brands in Canada.

Remainder of afternoon **free to explore hotel and city at your leisure** (use your Toronto VIP Attractions Passport found within your Welcome to Toronto bag)

7:00 pm Meet Tourism Toronto rep Maureen Haley in hotel lobby to **depart via Diamond Taxis for...**

7:30 pm Dinner at **Starfish Oyster Bed & Grill** – ask for Patrick upon arrival (Tourism Toronto rep Vanessa Somarriba will meet you at restaurant)

100 Adelaide Street East
416-366-7827

www.starfishoysterbed.com

Contact: Patrick, Owner

Note: Starfish is providing 50% discount – pay on Vanessa's card

Note: Freelance travel writer, Alessandra Cayley of Brazil, will be joining

In June 2010, Patrick McMurray broke his own oyster-shucking record, separating 38 oysters from their shells in under one minute. In fact, he ran out of oysters with six seconds left on the clock—therefore there is no better person to learn how to shuck oysters and find out why Toronto has been dubbed the OYSTER CAPITAL OF NORTH AMERICA.

Open since the fall of 2001, Starfish features a unique assortment of oysters shucked by World Oyster Opening Champion, Patrick McMurray. The menu changes daily to include fresh fish and shellfish as well as steak, duck and other land food. The atmosphere is cozy, intimate and relaxed. The room includes tables, banquettes and a large oyster bar where customers can dine and watch the shucker in action. The private Shucker's Room can be booked for parties up to 18 people. Conveniently located to theaters and shopping. Starfish is the perfect setting to hold a business luncheon, reunite with a group of friends or colleagues or for an intimate dinner for two. The dress of most patrons would be considered smart casual.

Thursday, October 27, 2011

10:00 am

Kate check out must be complete (store your luggage with the hotel)-dDepart via Diamond Taxi for...

10:30 am

Kate – Private Culinary Walking Tour of Riverside/Leslieville – Meet Chef Scott Savoie, owner of The Cuklinary Adventure Company at:

Meet on the corner of Queen & Broadview in front of the Real Jerk restaurant
709 Queen St. East

T: 416.565.1730

www.culinaryadventureco.com

info@culinaryadventureco.com

www.facebook.com/culinaryadventureco

Follow us on Twitter @culinaryadvco

This tour is an absolute must do for foodies!!! Savour and discover the vibrancy of a community that began as a small village back in the 1850's and has transformed itself into one of Toronto's hippest new neighbourhoods and the headquarters of Toronto's film industry. Learn about its history and culture... uncover how a falling leaf inspired Canada's unofficial national anthem that dates back to Confederation.

Experience Leslieville's small town feel despite its close proximity to downtown Toronto. Join us as we walk along historic Queen St. meeting the shop keepers and tasting their succulent wares. From sweet to savoury our jovial tour guide, himself a Chef, will give you a 'behind the scenes' take on one of the city's best kept secrets. See the "Jerks", the "Dangerous", the "Belles", the "Mongers" and those with a "nose for flavour". See where celebrity Chefs have hung out a shingle, and be regaled with local stories as we tempt your taste buds every step

of the way. Tastings include Ontario wines, oysters, olive oils, cheese, desserts and much more. Guaranteed to be a fun filled and palate pleasing 4 hours!!! Whether you have lived in Toronto all your life or are visiting for the first time...this is one tour not to miss.

-
- 7:00 am** Maureen pick up boxed breakfasts at hotel's The Counter restaurant (preordered by Michelle Revuelta and Christine Mulligan)
- 7:15 am** **ALL MEDIA EXCEPT KATE check out** must be complete - Please bring your luggage and all belongings down with you as you will be storing them with the hotel for the day
- 7:30 am** **Depart** with Tourism Toronto rep Maureen Haley via **Diamond Taxis for...** (Note: Kate will not be joining the group today)
- 7:50 am** Arrive at **Union Station** for check in to **VIA Rail** - Check in to **VIA Rail**, Reservation Number: URY248 (Meet Tourism Toronto rep Vanessa Somarriba at station)
Union Station
65 Front Street West
http://www.viarail.ca/en_index.html

Note: Bring your photo ID and Via Rail reservation print out with you today to pick up your tickets. Use self-service ticketing kiosks where available, to avoid lineups.

1. Select your language.
2. Scan your barcode.
3. Pick up your ticket.

THE VIA RAIL RESERVATION SHEET IS NOT A TICKET. YOU MUST FIRST EXCHANGE THIS DOCUMENT FOR A RAIL TICKET PRIOR TO BOARDING. Please arrive at the station at least 30 minutes before train departure. To get your ticket from a VIA agent, present this e-booking confirmation and a photo ID matching the name of the passenger.

- 8:20 am** Depart **Toronto's Union Station** – VIA Rail, Train #97
- 10:16 am** **Arrive Niagara Falls** – meet Niagara Air Bus (905-374-1233) driver in front of train station to depart for quick stop off for photos at **Niagara Falls...** (confirmation # TBA)

Approximately 90 minutes from Toronto and home to the majestic Niagara Falls, this thriving tourist hotspot attracts thrill-seekers and romantics alike.

- 11:00 am** **Inniskillin Winery** – ask for Debi upon arrival
- 1499 Line 3
Niagara-on-the-Lake, Ontario L0S 1J0
Contact: Deborah Pratt
Bus: 905-468-2187 x 5410
E-mail: DPratt@Inniskillin.com
Note: TT rep to pay for lunch on credit card

The beauty of the country side beckons, and those who answer the call will be pleasantly rewarded. Niagara-on-the-Lake is a tourist favourite, rich in culture, history, theatre and gastronomic delights.

A personal experience of Inniskillin Niagara accords wine enthusiasts the opportunity to share in our history and to enhance their experience of the world of premium estate wines in the form of our various tours, tasting options and special events. Our commitment extends beyond our winery gates to the entire Niagara Region - it's natural wonders, great amenities and the full scope of its fine regional cuisine and hospitality!

Inniskillin's Niagara Winery is located on the Brae Burn Estate Vineyard, which is home to the historic Brae Burn Barn built in the 1920's. The property includes a Winery Visitor and Tour Centre, Wine Tasting Bar and the Wine Boutique. Our Founders Hall also contains a demonstration kitchen to provide wine and culinary pairings.

Known around the world for its award winning Icewines, Inniskillin has a proud history as one of Canada's first estate wineries. Set amongst lush vineyards adjacent to the Niagara River, Inniskillin Wines offers a great 'sense of place' in wine country with an idyllic view of the Niagara Escarpment. We welcome you to come and experience our fine VQA wines and cuisine in this picturesque setting for customized dinners, special events and winery tours, year round.

Enjoy tour of the winery, including lunch (with table wines), food demo with Chef Tim, and then a separate Icewine tasting which will have dessert bites to profile food pairing with the Icewine;

- 1:30 pm** Meet Niagara Air Bus driver in front of winery to **depart to return to downtown Toronto...**
- 3:00 pm** **Pick up luggage at Thompson Toronto**
- 3:30 pm** **Check in to The Ritz-Carlton, Toronto**

181 Wellington Street West

416-585-2500

<http://www.ritzcarlton.com/en/Properties/Toronto/Default.htm>

Contact: Melanie Greco or Kate Navarro

Confirmation #'s:	Maureen	89524020
	Michael	89525989
	Donna	89525199
	Wayne	89524315
	Michele	89524970
	Kate	89524653
	Alessandra	89525623

Toronto's newest luxury hotel, The Ritz-Carlton, Toronto welcomes guests to the heart of the city's bustling financial and performing arts districts. Located across from Roy Thompson Hall and only steps from the Toronto International Film Festival's Lightbox centre, The Ritz-Carlton, Toronto features 267 elegantly appointed guest rooms and suites that offer magnificent city or lake views from floor to ceiling windows. Along with its legendary service, luxury amenities and offerings include a 23,000 square foot Urban Sanctuary and Spa, the spacious outdoor terrace at DEQ Lounge, signature Ritz-Carlton Club Level service and the impeccable dining experience of TOCA restaurant

Remainder of afternoon **free to explore hotel and city at your leisure** (use your Toronto VIP Attractions Passport found within your Welcome to Toronto bag)

5:00 pm *OPTIONAL: Meet Tourism Toronto reps Vanessa Somarriba and Maureen Haley in hotel lobby to **depart via Diamond Taxis for...***

5:30 pm *The new Four Seasons Hotel and Daniel Boulud announcement
<http://arts.nationalpost.com/2011/10/17/shinan-daniel-boulud-headed-to-torontos-four-seasons-hotel/>*

Four Seasons Toronto - Showroom
50 Scollard Street
Contact: Laura Fairweather

6:30 pm *Depart with Tourism Toronto reps Vanessa Somarriba and Maureen Haley to return to **The Ritz-Carlton, Toronto***

7:00 pm *Meet Tourism Toronto reps Vanessa Somarriba and Maureen Haley as well as The Ritz-Carlton, Toronto publicist, Melanie Greco, for **dinner at TOCA by Tom Brodi at The Ritz-Carlton, Toronto** (and visit the **Cheese Cave!**)*

Note: Freelance travel writer, Alessandra Cayley of Brazil, will be joining

TOCA by tom brodi feature a classic "Canadian" menu focusing on homegrown, naturally-raised and fresh-caught ingredients. With its contemporary design, natural materials and warm earth tones, this ambiance complements the open-concept kitchen featuring a walk-through pastry corridor, glass cheese cave and glazed-brick interior.

Friday, October 28, 2011

am **Breakfast at The Ritz-Carlton Club Level**

The Ritz-Carlton Club® Level redefines the luxury hotel experience, combining intimacy; comfort and exclusivity with the personalized service and attention to detail that are the hallmarks of The Ritz-Carlton. This oasis is often referred to as a hotel within a hotel in a well-appointed, relaxed lounge environment overlooking Lake Ontario. With continuous culinary offerings throughout the day (breakfast, light snacks, hors d' oeuvres, beverages and sweets), it is the ideal place to conduct business or simply unwind.

10:45 am *Meet Tourism Toronto rep Maureen Haley in hotel lobby to **depart for...***

11:15 am ***CN Tower** - ask for Irene Knight at Guest Services desk upon arrival (meet Tourism Toronto rep Vanessa Somarriba there)*

301 Front Street West
(416) 362-5411
www.cntower.ca

Contact: Irene Knight or Nadia

Note: Freelance Travel writer Jennifer Merrick of Buffalo News will be joining

Defining the Toronto skyline, at a height of 553.33m (1,815 ft., 5 inches), the CN Tower is Canada's National Tower, an engineering wonder and Toronto's must see attraction visited by over 1.5 million people each year.

11:30 am Experience Edgewalk at the CN Tower, www.edgewalkcntower.ca

EdgeWalk is CN Tower's most thrilling attraction in its 35 year history, and the first of its kind in North America. It is the world's highest full circle hands-free walk on a 5 ft (1.5 m) wide ledge encircling the top of the Tower's main pod. Visitors will walk in groups of six, while attached to an overhead safety rail via a trolley and harness system. Trained EdgeWalk guides will encourage participants to push their personal limits, allowing them to lean back over Toronto with nothing but air and breathtaking views of Lake Ontario beneath them.

1:00 pm Lunch at 360 The Restaurant at the CN Tower featuring Executive Chef Peter George and a visit to the World's Highest Wine Cellar

360 The Restaurant at the CN Tower, one of Toronto's finest, features unforgettable food combined with a magnificent revolving view of Toronto more than 351 metres (1,151 ft) below. 360 offers market-fresh cuisine, featuring regional ingredients to ensure an incomparable culinary experience. Elevation is complimentary with the purchase of a main course. At 351 metres (1151 ft.), the Wine Cellar is the highest in the world. Created to resemble a typical underground wine cellar, ours features precision climate and humidity controls, redwood racks, double cherry doors, a 9,000 bottle storage capacity and a tasting table.

Peter George leads the culinary team at the award-winning 360 The Restaurant at the CN Tower, one of Toronto's finest dining experiences, located at the top of Canada's National Tower. George, who has been at 360 since 1995, is a graduate of George Brown College in Toronto and has held positions at various distinguished restaurants and establishments in the Ontario region.

George grew up in Southern Ontario's farming heartland and credits that with his commitment to fresh market food and locally grown produce. According to George, what he sees when he looks out from his kitchen in the sky is "his immediate shopping area" and he features custom grown herbs, produce and other ingredients from local farmers and vintners.

As part of a greening project, an extensive organic herb garden on CN Tower grounds seasonally produces over two dozen varieties of annual and perennial herbs as well as edible flowers and an assortment of vegetables, which he harvests daily to supplement 360's kitchen. Chef George has introduced an innovative menu for 360, incorporating his own signature—the roots of cooking with a modern flair. The collective efforts of George and his team have been recognized with several international awards, including DiRoNA (Distinguished Restaurants of North America), a Best of Award of Excellence from the Wine Spectator magazine and WHERE Magazine's Most Romantic Restaurant.

360 Restaurant is a sought after location for entertaining as are the various unique event spaces at the CN Tower thanks to Peter George and his team who ensure the quality of the culinary experience at Toronto's ultimate event venue for 2 to up to 2,000.

3:30 pm Depart via Diamond Taxis for...

4:00 pm **Cheese Boulque** for a tour of the cheese cave and shop – upon arrival, please ask for Alex Eidelman who will show you around (cell 416 801 6505) – Tourism Toronto rep Pracheer Saran will meet you there

45 Ripley Avenue
416-762-6292
www.cheeseboutique.com
Contact: Alex Eidelman

Located on the Kingsway, **Cheese Boulque** offers a wide variety of cheeses from all over the world and features a unique walk-in cheese vault. The epicurean shop also sells an encyclopedic collection of gourmet groceries, meat and produce.

Remainder of afternoon **free to explore hotel and city at your leisure** (use your Toronto VIP Attractions Passport found within your Welcome to Toronto bag)

7:00 pm Meet Tourism Toronto rep Maureen Haley in hotel lobby to **depart for...**

7:30 pm **Dinner at FRANK at the Art Gallery of Ontario (AGO)** – reservation under Tourism Toronto

317 Dundas Street West
416 979 6688.
www.ago.net/frank

Contact: Chef Anne Yarymowich or Courtney

Note: Charges will be invoiced to Michelle's credit card – please collect an itemized bill of charges put on card

Note: Freelance travel writer, Alessandra Cayley of Brazil, will be joining

FRANK, the new AGO restaurant, is a distinct Frank Gehry-designed space. Its casual, chic décor includes modern Danish furnishings and a contemporary installation of Frank Stella's work. Executive chef Anne Yarymowich collaborates with chef de cuisine Martha Wright to create contemporary comfort cuisine: food that is warm and inviting, prepared with honesty and integrity. FRANK's menu showcases an exclusively Ontarian wine list and seasonal ingredients, striving to support local producers with a dedication to global concepts of sustainable farming and slow food.

Saturday, October 29, 2011

am **Michele** will be departing this morning before Evergreen Brick Works

8:00 am **Wayne, Donna, and Michael check out must be complete** (bring your luggage with you this morning)

8:30 am Meet Tourism Toronto rep Maureen Haley in hotel lobby to **depart via Francesco's Limo for...** Note: Freelance travel writer, Alessandra Cayley of Brazil, will be joining (van confirmation #: 35218)

9:00 am **Breakfast at Café Belong at Evergreen Brick Works** – ask for Brad or Francis upon arrival

550 Bayview Avenue
416 901 8234
<http://www.cafebelong.ca/>
Contact: Brad Long, Chef or Francis Bertrand, Service Manager

10:15 am Tour of **Evergreen Brick Works** – Anthony will get the group from the restaurant

550 Bayview Avenue
416-596-1495
www.evergreen.ca
Contact: Anthony Westenberg, Public Relations

One of the Toronto's newest urban reclamation projects, Evergreen Brick Works was recently named as a top 10 finalist in the National Geographic Geotourism Challenge, among 610 entries from 81 countries. Formerly the Don Valley Brick Works, the space has been transformed from a collection of abandoned buildings that once produced nearly all the bricks used in Toronto for half a century to an environmental community centre where people explore best practices related to sustainability, closing the gap between nature and urban life. Evergreen Brick Works offers year-round programs and activities, including a sustainable garden centre, a farmers market demonstration gardens, conference and event facilities, community bike programming and an on-site café Belong from Canadian celebrity chef Brad Long. Evergreen Brick Works is a venue where Torontonians and visitors to the city can explore and address the global issues that we all face, including the green economy, urban ecology, transportation, water, energy, waste management, agriculture and food, building design and land-use planning

11:15 am **Wayne** meet Francesco's Limo driver in front of Evergreen Brick Works to **depart for Union Station**, confirmation #: 35219 (get your luggage out of the first van)

12:15 pm **Wayne** departs **Toronto's Union Station** – Via Rail, Train #73

2:26 pm **Wayne** arrives **London, Ontario**

12:00 pm **Donna and Michael** meet Francesco's Limo driver in front of Evergreen Brick Works to **depart for airport** (you will be taking the original van that already has your luggage in it)

2:15 pm **Donna and Michael** depart **Toronto** – Air Canada, Flight 8672

3:42 pm **Donna** arrive **LGA**

12:00 pm **Maureen, Alessandra, and Kate** depart via **Diamond Taxis** to return to hotel...

1:00 pm Check out must be complete

1:15 pm **Maureen** meet Francesco's Limo driver in front of hotel to **depart for airport**, confirmation #: 35272

3:15 pm **Maureen** departs **Toronto** – American Eagle, Flight 4633

4:50 pm **Maureen** arrives **LGA**

CN TOWER'S EDGEWALK

The following information is intended to help you plan your visit:

IMPORTANT: Please read the following Terms and Conditions:

Walkers must:

- Be 13 yrs or over. Ages 13-17 must be accompanied by a parent/legal guardian to provide written consent.
- Weigh more than 75 lbs/34 kgs and less than 310 lbs/140 kgs
- Be in good physical health, have full body control and hand-eye foot coordination and able to walk independently (without walking aids or medical devices).

You may not participate in the EdgeWalk if:

- Pregnant
- Have broken bones
- Have undergone surgery in the last 6 months or are experiencing ongoing symptoms
- Have experienced a seizure in the past 6 months and do not hold a driver's license for this reason
- Have chest pain or shortness of breath
- Under the influence of any drug (legal or illegal) or alcohol

The following conditions may impact the ability to Walk safely:

- All heart conditions (including high blood pressure)
- All respiratory conditions
- Missing or partly missing limbs (prosthetics are not permitted)
- Vertigo, dizziness or loss of balance
- Visual impairment (except those wearing prescription glasses or contact lenses).

Prior to participating in EdgeWalk, Walkers will be subject to:

- Screenings for narcotics, explosives and alcohol consumption
- Metal detection and physical pat down to remove all fall hazards
- The only allowable personal article (other than clothing) on the EdgeWalk is eye glasses

Please note: EdgeWalk reserves the right to decline participation or modify an individual walk experience. The health and safety conditions of the walk are subject to change at CN Tower's discretion.

Clothing

A special walk suit will be provided that is worn over top of your clothing and hats, glove and jackets will be provided according to weather conditions. A lanyard will be provided to secure your glasses. Fully enclosed athletic footwear such as running shoes with laces (not Velcro fasteners) must be worn to provide proper support and grip. Nonslip rubber soled enclosed shoes will be provided if appropriate footwear is not worn.

Timing

It is very important that you arrive on time. We have a full day of reservations with others scheduled to follow your walk. If you are late we may not be able to accommodate or reschedule you on this day.

You are scheduled to walk with a group of up to six people total plus a guide. You will not be permitted to bring anything with you on the actual walk itself. You will experience the walk as any of our guests will in future. During your walk HD video and a photo will be taken of your walk. If you would like to individually record a

message or clip on camera; please let your guide know and he/she will work with you to achieve this at some point during the walk.

Walks Include:

Safety briefing, guided walk (30 minutes approx), keepsake video, photo, certificate and Total Tower ticket.

Film and photo opportunities Include:

1. Interviews with spokespersons (please let us know in advance)
2. Exteriors of the CN Tower
3. Suiting up and harnesses at Basecamp
4. Return to Basecamp to record a post Walk report

No video or photography equipment is permitted during the EdgeWalk experience itself. However, all visiting media will receive broll as well as a high definition (1080P) copy of their walk taken by the Guides via helmet cam that includes sound and can be incorporated into any program. To see a sample of the quality of video, please visit http://www.youtube.com/watch?v=IJy-t_yC9l8 for some footage taken while still under construction.



Toronto Convention & Visitors Association

**Ann Binlot – ArtInfo – Itinerary in Toronto
October 21-24, 2011**

Contacts:

Michelle Revuelta – Media Relations Director
Tourism Toronto
305.221.1773/Cell: 305.951.0911
mrevuelta@torcvb.com

Karly Buttigieg – Media Relations Coordinator
Tourism Toronto
416.987.1736/Cell: (416) 833-7607
kbuttigieg@torcvb.com

Diamond Fox **Francesco's Limo**

Important Notes:

- When out visiting attractions in Toronto, bring along your VIP Passport to Toronto Attractions (found within your welcome bag).
- Bring comfortable walking shoes on your trip, which will be necessary for various walking tours – You will not need formal clothing attire during your stay.
- Tourism Toronto is pleased to take care of your transportation, accommodation, meals, admission to venues and travel expenses for items arranged on your itinerary. However incidentals and personal purchases are not covered by Tourism Toronto.
- Please ensure you bring a credit card to check into the hotel for any incidentals, mini bar, telephone calls, internet usage, and extra meals during your time here.

Friday, October 21

8:03 pm Arrive Toronto, flight AC 723

Meet your driver from Francesco's Limousines outside of Customs (416-893-2641, **confirmation # TBA** – look for driver holding sign with name on it) and transfer to check in to...

Hotel Le Germain Toronto

30, Mercer Street
Toronto

www.GermainToronto.com

416 649 4075

Contact: Paul de la Durantaye, General Manager

Confirmation #: 1984940

Note: breakfast and WIFI are included with your stay (Tourism Toronto will be direct billed a media rate for your room and tax)

A unique 122-room hotel featuring contemporary style with special attention to guest service. Toronto's premier boutique hotel located in the Entertainment District, it offers convenient access to business, commerce and the arts.

Saturday, October 22

8:45 am Depart via Diamond Taxi for..

9:00 am Breakfast in Yorkville with Teresa from All About Toronto Tours (416-495-8687) – meeting location TBA

9:30 am Following quick breakfast, depart with Teresa on Yorkville Shopping Overview

This Toronto hotspot is strictly upper crust. One of Toronto's most elegant shopping and dining areas, **Bloor-Yorkville's** designer boutiques, antique shops and galleries are absolutely first class. The area features many small courtyards and alleyways, and a contemporary park located in the very heart of the neighbourhood. The park features a giant granite boulder, which brings the raw beauty of cottage country right into Toronto's urban centre! It's a great place to rest between shopping bouts.

Hailed as the "Mink Mile," Bloor-Yorkville is home to high-end designers like Tiffany, Chanel, D&G and Hermès. But here you can also freshen up your wardrobe with unique fashions from the hottest Canadian designers, including Jeremy Lang, Hoax Couture, Izzy Camilleri and Nadya Toto. It's the gleam of high-priced art, haute couture and fine dining that draws stars, fans and paparazzi here during the Toronto International Film Festival. No visit to Toronto is complete without a thorough exploration of this chic neighbourhood.

10:45 am Depart via Diamond Taxi for...

11:00 am Meet Bill Clarke to depart on an Ultimate Insider's Tour of West Queen West - your guide, Bill Clarke, will meet you at Gladstone Hotel to start the tour (cell: 416-856-3712)

Gladstone Hotel
1214 Queen Street West
www.gladstonehotel.com

Discover art, architecture, and the secret spots and neighbourhood gems only a knowledgeable local could show you. Along the way, be introduced to gallerists, artists, and local characters. Whether you frequent Queen West regularly or it's your first time visiting you'll enjoy this one-of-a-kind tour with equal parts art lesson, gossip session and peek inside Toronto's Art and Design district.

In the heart of Toronto's art and design district, the **Gladstone** offers 37 artist-designed guestrooms, plus a vibrant social and cultural scene, art exhibitions, and lively café and bar.

Unique restaurants, boutiques and a diverse collection of galleries make **West Queen West** a vibrant, dynamic neighbourhood. The arrival of custom retailers, designers and artists has altered the face of the neighbourhood over the last decade. This funky, but welcoming area hums with culture and creativity. You'll find an inspiring mix of original fashions, antiques and Art Deco. A great place to relax, local cafés and bistros act as a perfect lookout for some of the city's best people watching. Attention-grabbing outfits, piercings and one-of-a-kind leather getups are sure to pass by and catch your eye.

The area is also home to beautiful Trinity-Bellwoods Park. There you'll find interesting people, friendly dogs and organized drum circles that keep the park constantly buzzing with activity. With a strong artistic presence, it's no wonder this neighbourhood is home to the largest concentration of art galleries in Toronto, including the Museum of Contemporary Canadian Art. This museum houses the hip and intriguing visions of contemporary Canadian artists from a wide variety of media.

1:00 pm **Depart via Diamond Taxi for...**

1:30 pm **Lunch with Susannah Rosenstock, Art Toronto's VIP Relations and Programming Manager, at FRANK at the Art Gallery of Ontario (AGO) –**
when you arrive, please let them know you are there for a lunch reservation, under Tourism Toronto – proceed to FRANK restaurant

317 Dundas St. W., Toronto

416-979-6648

www.ago.net

Note: lunch is being covered by Tourism Toronto – charges will be direct billed to Michelle's credit card

Note: Susannah has extensive experience in private and corporate fine art consulting and curatorial projects and a background in art history that includes a Bachelor's Degree from Columbia University and Master's Degree from the Institute of Fine Arts at NYU. Art Toronto organizers, Linel and Jennie, are both based in Vancouver and won't be in town until Monday. Susannah@arttoronto.ca, (416) 960-5396 or (647) 881-3848

Art Toronto 2011 -Join this gathering of some of the world's best galleries and artists. Lectures and on-site events are free with admission tickets. www.arttoronto.ca

Art Gallery of Ontario is a giant on the Toronto arts scene. Already known as one of the largest art museums in North America, the Art Gallery of Ontario (or AGO) grew even larger with its recent expansion. Visitors to the re-energized, revamped Art Gallery of Ontario will enter a new building designed by Frank Gehry, the award-winning architect who grew up in Toronto. Artwork housed at the Art Gallery of Ontario ranges from European to Canadian to Inuit to Australian Aboriginal art and beyond. The Toronto art museum's permanent collection of art numbers in the tens of thousands, with 5,000 pieces of art on display in the Art Gallery of Ontario's 110 galleries.

FRANK, the new AGO restaurant, is a distinct Frank Gehry-designed space. Its casual, chic décor includes modern Danish furnishings and a contemporary installation of Frank Stella's work. Executive chef Anne Yarymowich collaborates with chef de cuisine Martha Wright to create contemporary comfort cuisine: food that is warm and inviting, prepared with honesty and integrity. FRANK's menu showcases an exclusively Ontarian wine list and seasonal ingredients, striving to support local producers with a dedication to global concepts of sustainable farming and slow food.

2:45 pm **Depart via Diamond Taxi for...**

3:00 pm **Meet Victoria McPhedran, owner and tailor, of Green Shag for an interview**

Green Shag
670 Queen Street West
416.603.SHAG (7424)
<http://www.greenshag.com/>
Contact: Victoria McPhedran, Owner

The highest form of respect is a compliment. We love to think that we might have had a hand in the fact that you stand out at the party or the office - that people notice a detail or a fit that they admire. And, we know it means something to you too.

Our philosophy is to help you to stand apart from the crowd. Perhaps it's your beautifully tailored wedding shirt, that fabulous flash of colour at your cuff or just that boost of confidence you get when you look good in something and you know it. We love to insert wit and confidence into our designs so our guys can wear a Shag and feel like a million bucks. What it all boils down to (and who can argue this?) is Everyone needs a Shag.

Remainder of afternoon free and at your leisure to explore Toronto with your VIP Passport to popular attractions (feel free to return to Art Gallery of Ontario to explore on your own)

6:30 pm Doors Open for **Canadian Opera Company's Rigoletto** at **Four Seasons Centre** - complimentary pair of tickets and a press kit at the welcome desk in the lobby of the Four Seasons Centre available for pick up before the performance

Four Seasons Centre
227 Front St. E.,
416-306-2303
www.COC.ca, www.FourSeasonsCentre.ca
Contact: Jennifer Pugsley, Media Relations Manager

7:30 pm **Rigoletto begins**

The Duke lives a dissolute existence, caring little for the lives he destroys in the process. His jester, **Rigoletto**, knows his employer's proclivities all too well and obsessively guards his daughter from the Duke. When she is cruelly seduced and deceived, Rigoletto vows to avenge her, with devastating consequences.

10:00 pm **Rigoletto concludes**

Sunday, October 23

Breakfast included at Le Germain Hotel

10:45 am Depart via Diamond Taxi for...

11:00 am Meet Peter Friesen, Creative Director of Preloved, for interview

Preloved
881 Queen Street West
416.504.8704

<http://www.preloved.ca/>

Contact: Peter Friesen, Creative Director

Preloved creates one of a kind clothing from reclaimed vintage fabrics. Our passion is design and our philosophy is sustainability. Attention to fit, comfort and style has been our driving force.

Founder Julia Grieve and Creative Director Peter Friesen have made their mark on fashionable Queen Street West in Toronto, Boulevard St. Laurent in Montreal, Sydney Australia and our latest venture - a pop up shop on the Danforth. Preloved has expanded into the wholesale market worldwide. Our designs are carried in stores across North America, Australia, Europe and Japan. We have also proudly reopened our flagship store further west on Queen Street West in Toronto, after the original location was lost to a massive street fire in February 2008. The plans for retail expansion are on the horizons for preloved - look out for more preloved locations popping up soon!

Devotees of Preloved include models, actors and musicians such as Julia Roberts, Kirsten Dunst, Angela Lindvall, Hillary Duff, Maria Menounos, Anne Hathaway, Christine Horne, Kate Hudson and Daria Werbowy.

Preloved has recently launched a few new collections including; a home line, accessories line and an uber cute childrens line called me*me. These collections have helped us further reduce our carbon footprint by allowing us to use up most of the remnants leftover from our fall 2010 collection.

12:15 pm **Depart for...**

12:30 pm **Lunch at Drake Hotel**

1150 Queen St. W.

The Drake Hotel has become a Toronto cultural, entertainment and culinary landmark. With nightly live entertainment and innovative art salons, the Drake has come to be known as an energetic hub for visual & performance art, dining and hospitality. We are more than a place to eat and sleep: we are a hotbed for culture.

2:30 pm **Depart via Diamond Taxi for...**

3:00 pm **Bata Shoe Museum** – upon arrival ask for Elizabeth, curator, who will show you around

327 Bloor Street West
(416) 979-7799
Contact: Elizabeth, Curator

Discover the treasures of North America's charming and surprising shoe museum. Hundreds of shoes (from a collection numbering over 10,000) are on exhibit in architect Raymond Moriyama's award-winning four-storey structure. The Museum celebrates the style and function of footwear in four impressive galleries. Footwear on display ranges from Chinese bound foot shoes and ancient Egyptian sandals to chestnut-crushing clogs and glamorous platforms. Over 4,500 years of history and a collection of 20th-century celebrity shoes are reflected in the semi-permanent exhibition. All

About Shoes. Three other galleries feature changing exhibitions, so there's always something new to see.

pm Visit Royal Ontario Museum (ROM) including David Hockney exhibition

100 Queen's Park, Toronto

Phone: 416-586-8000

www.rom.on.ca

Contact: TBA

With more than six million objects in its collection, the Royal Ontario Museum (ROM) is a treasure trove in downtown Toronto - a place where curious minds may explore world culture and natural history. The largest such museum in Canada, the Royal Ontario Museum and its galleries showcase everything from Egyptian mummies to Chinese temple art to early Canadiana. Displays at the Royal Ontario Museum also include such wonders as dinosaur skeletons, a bat cave and several interactive galleries. One of the most remarkable features of the Royal Ontario Museum is its Michael Lee-Chin Crystal

7:00 pm Dinner at TBA at the DD

55 Mill St.

416 902 8800

Distillery Historic District - North America's best preserved collection of Victorian industrial architecture is located in this historic enclave in downtown Toronto. Formerly the Gooderham & Worts Distillery (founded in 1832), The Distillery has been developed as a centre for arts, culture and entertainment. It is filled with galleries, artist studios and workshops, boutiques, retail stores, restaurants, bars and cafés.
www.thedistillerydistrict.com

Monday, October 24

5:30 am Check out must be complete - Meet your driver from Francesco's Limousines outside of the hotel (416-893-2641, **confirmation #TBA**) - to depart for Toronto Pearson International Airport

8:15 am Depart Toronto - flight AC 702

###

Toronto Press Trip Feedback Questions

1. What were your favorite two aspects of your trip to Toronto? cupcake class and Christmas market
2. Did you encounter anything you wished you had been able to visit that was not included on your itinerary? an actual spa treatment at the spa, the shoe museum was great
3. Do you have any thoughts on how we could have better assisted you on this trip to Toronto? no, it was an excellent itinerary
4. When do you foresee your coverage of Toronto appearing in your outlet(s)? within a month depending on space

You're Invited to Explore the Best of Toronto

Hi <Name>,

Join Tourism Toronto October 25 – 29 for a savoury tour of the best of Toronto, Ontario.

Your gastronomic exploration will include dining at Toronto's top culinary hot spots with today's star chefs and tomorrow's rising talent. We'll whisk you away for a visit to wineries in majestic Niagara on the Lake. You'll discover our regions' farms and cheese makers and travel the world via food sampling in Toronto's many vibrant and ethnic neighbourhoods.

Accommodations include two of the city's newest luxury properties: the Thompson Toronto and the Ritz Carlton, Toronto – the only outpost for either hotelier in Canada.

While in town see what the buzz is all about – from rooftop bee hives to trendy boutique shopping. We invite you to see the best the city has to offer.

Editorial policies permitting, Tourism Toronto will provide economy class airfare, hotel accommodations, itinerary development and attraction passes, as well as transportation and meals.

To reserve your trip, please contact Maureen.Haley@aboutdci.com. Please note there is limited space available. To be considered please RSVP as soon as possible.

We look forward to welcoming you to Toronto!

Best,
Maureen



Hi <Name>,

Tourism Toronto invites you to join us October 25 – 29 to explore the best the city has to offer from luxury hotel accommodations to delicious restaurants, boutique shopping, and take in a bird's eye view of the city from the top of the CN Tower's newest attraction, Edgewalk.

Like a fine Chardonnay, Toronto is resilient and refined through its relationships with winemakers, farmers, and growers in the Ontario greenbelt region consistently contributing to the 9,000 restaurants' mouthwatering menus.

This summer, join Tourism Toronto for their **"Refined Food in the City"** group press visit from **July 20-26** to experience the culinary fusion capital of Canada and the first-ever International cool Climate Chardonnay Celebration.

You'll be apt for a showcase of exceptional local cuisine from the city's top chefs and embark on a foodie-friendly journey into the fields and wineries of Niagara on the Lake. Dine at restaurants including the CN Tower's rotating 360 Restaurant (home to the highest wine cellar in the world at 116 stories in the air), FRANK at the Art Gallery of Ontario, the coveted Nota Bene restaurant on Queen Street West, and EPIC Restaurant at the Fairmont Royal York where dishes are infused with herbs and honey from the hotel's rooftop garden.

Tourism Toronto will **accommodate flights, meals, hotels, and itinerary experiences**. Space is limited – RSVP today!

For more information on the culinary scene, please visit www.seetorontonow.com.

Best,
Kristen

###



Subject: MICE Press Visit Opp: Fall in Love with Toronto February 9-12

Dear XXXX,

Become enamored with one of the most creative cities in the world **February 9-12** as Tourism Toronto enchants with an extraordinary selection of experiences for meetings:

- Explore unique venues in the heart of downtown: the Royal Ontario Museum celebrating the Michael Lee-Chin Crystal expansion's fifth anniversary, the 180 year-old Distillery District's 40+ Victorian Industrial Architecture Spaces and the CN Tower, home to the "World's Highest Wine Cellar."
- Rest easy as the city's luxury boom continues: the Trump International Hotel and Tower Toronto opening January 30, 2012, Ritz-Carlton, Toronto (February 2011), Hotel Le Germain Maple Leaf Square (November 2010) and Thompson Toronto (June 2010).
- Indulge in fine dining at recently-opened TOCA by Tom Brodi with local Ontario ingredients for intimate board dinners, enjoy unparalleled views and cocktails at 360 Restaurant inside the CN Tower and explore elite party venue The Fermenting Cellar with its rustic limestone walls and 35-foot vaulted ceilings.

Tourism Toronto will provide economy class airfare, hotel accommodations, itinerary development and attraction passes, transportation and meals.

To reserve your trip, please contact Kristen.Teufel@aboutdci.com. Please note there is limited space available; to be considered please RSVP as soon as possible.

Best,
Kristen

KRISTEN TEUFEL

Account Executive, Tourism Practice

DEVELOPMENT COUNSELLORS INTERNATIONAL

215 Park Avenue South, 10th Floor, New York, NY 10003

T 212 444 7176 F 212 213 3827 T @KristenTeufel www.aboutdci.com



**Canadiana Holiday Tour
December 1-5, 2011
(Arrive Thursday, Depart Monday)**

Catch the holiday spirit this season in Toronto! The streets are sparkling as Torontoland comes alive with much to explore with holiday shows, dazzling lights and great neighborhood shopping

Join **Tourism Toronto** for their press visit **December 1-5** in the holiday capital of Canada to:

- Celebrate the romance and magic of a traditional Christmas at Lowe's Toronto Christmas Market at the Historic Distillery District.
- Explore the "Winter Magic" at Yonge & Dundas will be transforming the downtown area into a holiday playground, with dazzling holiday lighting, seasonal banners and unique events.
- Take to the Art Gallery of Ontario with the whimsy and wonder of Marc Chagall to Toronto where the exhibit features lush, colourful and dreamlike art alongside the visionaries of Russian modernism.
- Lace up your skates by ice-skating in the heart of the city at Nathan Phillips Square or in the Greater Toronto Area at Celebration Square in Mississauga or Gage Park in Brampton.

Editorial policies permitting, Tourism Toronto will provide economy class airfare, hotel accommodations, itinerary development and attraction passes, as well as transportation and meals.

For more information on Toronto please visit www.seetorontoland.com.

To reserve your trip, please contact Kristen.Teufel@aboutdci.com. Please note there is limited space available; to be considered please RSVP as soon as possible.

###



Subject: An Enchanting Torontoland Experience Dec 1-5

Hi {{Contact First Name}},

Join us December 1-5 for the ultimate Toronto experience during the city's most magical season.

Shop till your heart's content at the mecca of bargain and designer stores, indulge in restaurants offering global cuisines or Canadian fare featuring world-renowned Ontario ice wines.

Savor the sweetness of maple syrup, stroll through the 18th century architecture of the Distillery District with hot artisan cocoa in hand and marvel at the imaginative window displays of Canada's Iconic Holt Renfrew and The Bay.

Tourism Toronto will **accommodate flights, meals, hotels, and itinerary experiences** per your editorial policy.

To reserve your trip, contact Kristen.Teufel@aboutdci.com. Please note there is limited space available; to be considered RSVP as soon by Monday, November 21.

Let Toronto's urban wonderland inspire you this holiday season.

Best,
Kristen

KRISTEN TEUFEL
Account Executive|Tourism Practice

DEVELOPMENT COUNSELLORS INTERNATIONAL
215 Park Avenue South, 10th Floor, New York, NY 10003
T 212 444 7176 F 212 213 3827 T @KristenTeufel www.aboutdci.com

FORE!

GOLF THE GREENS IN TORONTO PRESS TOUR July 26-30, 2012


This summer, take a swing at Toronto's best championship quality golf courses and be among the pros at the RBC Canadian Open.

Golf enthusiasts have an abundance of extraordinary greens to choose from, as Toronto has the highest ratio of golf courses per capita in North America! Toronto's worldclass golf courses have attracted some of the PGA's most talented players.

Come join us for the ultimate golf experience.

Please RSVP to Michelle Rawulski at
mrawulski@torcity.com.





EXPERIENCE A THRILLING URBAN ADVENTURE!
Discover Toronto by bike, boat or on foot. From leaning over the edge of the CN Tower, power-boating Toronto's scenic harbour and dining in the dark to paddling your way to dinner on an island and even soaring through the air on a flying trapeze, there's no shortage of adventure in the city.

Come and join us for unforgettable thrills in Toronto!

Please RSVP to Michelle Revuelta at mrevuelta@toronto.com.

**tourism
Toronto**
Toronto Convention & Visitors Association

**URBAN ADVENTURE
PRESS TOUR TORONTO**
MAY 14-18, 2012

Subject: Top 5 Reasons to RSVP: 4/25 "Friends of Toronto" Event

<First Name>:

If you're still looking for a reason to join us for the "Friends of Toronto" event later this month, here's five:

1. Get the inside scoop on the reopening of CN Tower "EdgeWalk" for its first complete season,
2. Indulge in the city's continued luxury boom with opening of the Trump (January 2012), new Four Seasons flagship (August 2012) and Shangri-La (September 2012),
3. Discover the burgeoning festival scene with Doors Open Toronto (May), Luminato Festival for Creativity & the Arts (June), NXNE Music Festival (June) and Toronto International Film Festival (September),
4. Explore emerging culinary hotspots like Daniel's Café, d bar and Momofuku, all opening this year.
5. Here's just one more—the opportunity to reconnect over good food, wine and conversation with dear friends from Tourism Toronto.

Event Details:

The Kitchen NYC, 6:00-8:00pm

146 East 44th Street

(Between Lexington & Third Avenues)

New York, New York 10017

Located near Grand Central Station

www.thekitchennyc.com

Don't delay: RSVP to Toronto@aboutdci.com or 212-444-7133.

Event hosted by Tourism Toronto. For more information about the city, please visit www.seetorontonow.com.

DEVELOPMENT COUNSELLORS INTERNATIONAL

215 Park Avenue South, 10th Floor, New York, NY 10003

T 212 725 0707 F 212 213 3827 E Toronto@aboutdci.com

www.aboutdci.com

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Subject: Save the Date: Friends of Toronto Tasting Wednesday, April 25

Hi {{Media Contact First Name}},

As a "friend of Toronto" we invite you to join us Wednesday, April 25 at The Kitchen in New York City for an evening of food, drinks, and stories.

Eat, drink, and reconnect with us while learning about Toronto's metropolis full of creativity and energy, unparalleled luxury hotel boom, thriving arts scene, adventurous thrills at the CN Tower EdgeWalk, distinctive emerging neighborhoods, and regional culinary delights from globally-acclaimed chefs and restaurants.

Invitation to follow.

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215 Park Avenue South, 10th Floor, New York, NY 10003
T 212 725 0707 F 212 213 3827 E Toronto@aboutdci.com
www.aboutdci.com

The Leader in Marketing Places

[Twitter](#) / [Facebook](#)

Subject: Join Us: Friends of Toronto Tasting Wednesday, April 25

Hi {{Media Contact First Name}},

As a "friend of Toronto" we invite you to join us Wednesday, April 25 at The Kitchen in New York City for an evening of food, drinks, and stories.

The Kitchen NYC, 6:00-8:00pm
146 East 44th Street
(Between Lexington & Third Avenues)
New York, New York 10017
Located near Grand Central Station
www.thekitchennyc.com

Eat, drink, and reconnect with us while learning about Toronto's metropolis full of creativity and energy, unparalleled luxury hotel boom, thriving arts scene, adventurous thrills at the CN Tower EdgeWalk, distinctive emerging neighborhoods, and regional culinary delights from globally-acclaimed chefs and restaurants.

Don't delay: RSVP to Toronto@aboutdci.com or 212-444-7133 by Thursday, April 19.

Event hosted by Tourism Toronto. For more information about the city, please visit www.seetorontonow.com.

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Discovery Channel Radio: Toronto Canadiana Holiday Interview with Paul Lasley
Tuesday, November 29, 2011 10:00am EST

Call Details:

Conference Number: 1-877-314-1234
Participant Pass Code: 1951624
Moderator: Vanessa Somarriba

Participants:

- Vanessa Somarriba, Tourism Toronto US/Canada Media Relations Manager
- Mathew Rosenblatt, Toronto Distillery District Christmas Market Executive Director

Torontoland (VS)

- Torontoland is a city-wide celebration of the holidays. Participating hotels, attractions, and restaurants are offering exclusive deals for visitors
- Santa Claus will mail a Torontoland wristband to you, worth 15% savings in more than 50 participating attractions, restaurants and retail locations throughout the city
- More than 30 participating hotels are offering packages including parking and other treats (in-room movies, tasty breakfasts, discount spa treatments, etc.)
- Torontoland visitors can choose between four hotel package levels: \$99, \$119, \$139 and \$179 plus taxes
- Charity Partnership: Starlight Children's Foundation
 - 20 sculpted snowmen appeared throughout the downtown core personally designed by one of 16 acclaimed Toronto artists
 - Visitors can snap a photo with a snowman and post it to Torontoland's Facebook page, Tourism Toronto will donate \$2 to the Starlight Children's Foundation for every photo or video uploaded
 - The CN Tower has become a larger-than-life barometer to measure funds raised for the foundation – all proceeds announced
- Dates: Through January 2012
- Facebook: www.facebook.com/visittoronto 'like' Torontoland on Facebook and share the promotion with Facebook friends
- Website: www.SeeTorontoland.com

Distillery District Market (MR)

- Toronto's Christmas Market is a free annual event that captures the tradition, heritage, and charm of a European Christmas Market
- This street festival celebrates the traditional sounds, sights, and scents of Christmas while showcasing the best artisanal products of Europe and Toronto
- The 45 foot White Spruce tree featured at this year's Market was donated by Trees Ontario, decorated with 18,000 lights and ornaments
- Carolers, Bavarian brass band concerts, classical organ concerts, trumpeters, children's choirs provide music throughout the season
- There are many areas for visitors to lounge and enjoy an authentic holiday beverage including many varieties of beer, mulled wine (favorite), hot rum beverages, European Christmas cocktails, schnapps

- Children's area "Santa's Lane" features a fairy tale forest maze, Santa's house, Rudolph's reindeer zoo, children's story telling, Santa's elves workshop, meet and greet opportunities with Grimm's Brother characters, a gingerbread house and Santa Mail
- Dates: December 2-18
- Visit www.TorontoChristmasMarket.com

Toronto Holiday Experiences (VS)

- Winter Magic on Yonge & Dundas
 - Celebrating its fifth year of transforming Downtown Yonge into a holiday playground, with dazzling holiday lighting, seasonal banners and unique events
 - Dates: Until Wednesday, December 14
- Toronto Official Christmas Tree
 - The official Christmas tree of Toronto has a radiance of 100,000 lights
 - Live music fills revellers with the spirit of the season and a vivid fireworks display lights up Toronto's City Hall and night sky throughout the season
 - Dates: Through January 2012
 - November 26 kicked off the holiday season with the premiere illumination of the Cavalcade of Lights display
- Winterfest on Toronto's Waterfront
 - The magic of the holidays returns to the Waterfront in downtown Toronto
 - Fun for all ages, Winterfest has indoor and outdoor activities, including the Rock Thru the Ages puppet show, skating on the Natrel Rink and the Santa Cruise
 - Dates: December 10, 11, 17 & 18 (Saturday & Sunday, two weekends in December)
- For more information on holiday events and experiences visit www.SeeTorontoNow.com/holiday

Secondary Speaking Points – Focus first on Holiday and if there is time mention special exhibits currently open during the holiday.

Toronto Museums' Seasonal Exhibits (VS)

- Maya: Secrets of their Ancient World at the Royal Ontario Museum
 - Step back in time at the Royal Ontario Museum and discover one of the most impressive civilizations in human history
- Chagall and the Russian Avant-Garde at Art Gallery of Ontario
 - The exhibit features lush, colourful and dreamlike art of Marc Chagall, alongside the visionaries of Russian modernism
- Leonardo DaVinci's Workshop at Ontario Science Centre
 - Experience the remarkable genius of history's most famous scientist and artist. Explore the science of art and machines, and see Leonardo's concepts spring to life
- Grace Kelly: From Movie Star to Princess at TIFF Bell Lightbox
 - Dates: Until January 22, 2012
 - TIFF Bell Lightbox presents the North American exclusive of Grace Kelly: From Movie Star to Princess
 - The exhibition features rarely-displayed personal items and memorabilia ranging from Grace Kelly's days as a leading lady in Hollywood to the Princess of Monaco
 - The exhibition showcases many of her original couture dresses, her signature Hermès "Kelly bag" and Van Cleef & Arpels tiara, along with private photos, letters and home movies
- For more information on exhibits and year round experiences visit www.SeeTorontoNow.com

Distillery Holiday Market December 2nd to 18th:

This holiday season Toronto will once again celebrate the romance and magic of a traditional Christmas at Lowe's Toronto Christmas Market. Inspired by the Old World and influenced by the New, this free annual event captures all of the tradition, heritage and charm of a European Christmas Market, while showcasing hundreds of unique and local handcrafted products. Family friendly entertainment includes musicians, carollers and children's choirs, holiday themed stage presentations, Rudolph's Reindeer Zoo and of course ... Santa and his roaming elves! There is great shopping, specialty beer and mulled wine gardens, sweets and treats, and all the great restaurants of The Distillery Historic District. Come and experience the fun and magic of Toronto's first and only Christmas Market!

What is a Christmas Market?

A Christmas market is a street market which celebrates the traditional sights, sounds and scents of Christmas and is staged during the weeks leading up to Christmas. These markets originated in Germany, beginning in the early 1400's, and are now being held in countries all over the world.

POPULAR EVENT FEATURES AND ACTIVITIES:

Massive Christmas Tree

The forty foot high tree, located on Trinity Street, is the focal point of the Christmas market. The Tree is decorated with 18,000 lights and ornaments. There is a special lighting of the tree ceremony on the opening night.

Magical lighting and seasonal décor

Magical lighting and décor displays which create an incredible traditional and romantic Christmas setting for visitors to enjoy. The street and squares of the Historic Distillery are transformed into a paradise of lights and colours, festive sounds and seductive smells.

Musical Entertainment

The stage hosts many activities and musical performances including: Carolers, Bavarian brass band concerts, classical organ concerts, trumpeters, children's choirs and more. An outdoor seating area is created around the stage

Ferris Wheel

The site houses a Ferris Wheel for people of all ages to enjoy. People take rides on the Ferris Wheel to see the Distillery and the Christmas market from an entirely new perspective or to add a little fun and romance to their day.

Travelling Elves

Travelling photographer elves roam the site at various times and taking pictures of visitors. Pictures can be emailed to visitors within 24 hours with a donation to the Toronto Star Santa Claus Fund.

Variety of beer and mulled wine (Glühwein) gardens

There are many areas for visitors to lounge and enjoy an authentic holiday beverage including many varieties of beer, mulled wine, hot rum beverages, European Christmas cocktails, schnapps and much more. Mulled wine is one of the most popular beverages at European

Christmas Markets. [click here for more information](#)

Santa's Lane

Features a fairy tale forest maze, Santa's house, Rudolph's reindeer zoo, children's story telling, Santa's elves workshop presented by Lowe's, meet and greet opportunities with Grimm's Brother characters, a gingerbread house and Santa Mail

[click here for more information](#)



Experience Toronto in 2012

Dear <Name>,

Tourism Toronto invites you to explore Canada's largest city, a booming metropolis of creativity and energy. Join one of our planned group press visits or allow us to tailor an itinerary specifically for you:

CONTACT Photography Festival (May, *Individual Press Trip*): Attracting over 1.5 million attendees annually, CONTACT showcases over 1,000 local and international artists at hundreds of venues around Toronto. Visit the innovatively curated Museum of Contemporary Canadian Art, attend Magnum Photos Workshop Toronto for professionals and emerging photographers and see the ten public installations around the city streets.

Urban Adventure (May 14-18, 2012, *Group Press Trip*): Experience a birds-eye-view of the city from the CN Tower Edge Walk, the world's highest full circle hands-free walk, 116 stories above ground. Enjoy dinner at O'Noir, Canada's only "dine in the dark" restaurant. Spend a day on the harbour kiteboarding and powerboating followed by testing your circus skills with a flying trapeze class.

Doors Open (May 24-27, *Individual Press Trip*): The doors are open! Explore iconic buildings normally closed to the public during Doors Open, a two-day event attracting over 250,000 guests annually. Celebrate the rich architecture, of these historic and socially significant properties including Alumnae Theatre, iconic Campbell House Museum built in 1822 and 150 more.

Comment [MH1]: You could use either "culturally" or "socially" significant here but would pick one.

Creativity in the City (June 7-10, *Group Press Trip*): Illuminating streets and venues with the arts, LuminaTO celebrates Toronto's creative spirit through music, dance, food, and fashion. Check out popular and emerging artists at North By Northeast Music Festival (NXNE), younger sister to SXSW, where live music and film converge. Experience a sampling of each during these overlapping dates.

Pride Toronto (June 28-July 1, *Group Press Trip*): Participate in one of the largest Pride celebrations in the world where the city's energy pulsates during this multi-day extravaganza filled with street festivals along Church Street, all-night parties in the Village and the epic Dyke Marche. Plan ahead... Toronto will host World Pride in 2014!

Green Living (August 16-19, *Group Press Trip*): Experience green and sustainable culture in Toronto. Visit Evergreen Brick Works, an environmental center showcasing urban sustainability and eco-friendly designs, view Windshare ExPlace Turbine, the first urban turbine in North America, and dine at some of the city's best farm to table restaurants including the Fairmont Royal York's EPIC restaurant featuring sustainable ingredients from their green rooftop herb garden and honeybees.

Toronto International Film Festival (September 6-9, *Group Press Trip*): Film enthusiasts will love this trip surrounding the Toronto International Film Festival, featuring 300+ films from over 60

countries. Visit the TIFF Bell Lightbox the new permanent home for the festival housing screening rooms and year-round programming, sip cocktails with the stars at celebrity favorite spots including the Ritz-Carlton, Toronto, and take to the red carpet with parties, world premieres, and fashion insights to the city.

LuxuriousNuit Blanche (September 27-30, *Group Press Trip*): For a Nuit Blanche, or "Sleepless Night," to remember, celebrate in Toronto from sunset to sunrise on Saturday, September 29, when high art becomes accessible to the public. While in town, take advantage of the city's luxury boom and explore the recently opened Trump Toronto (April 2012), new flagship Four Seasons (August 2012) and Shangri-La (September 2012) hotels for a truly "high art" experience.

Guys Getaway (November 29-December 2, *Group Press Trip*): Toronto is an ideal destination for men looking for an escape. Visit the recently revitalized Hockey Hall of Fame, home to the The Stanley Cup and Honoured Member plaques. See what's brewing at the Steamwhistle Brewery Tour and cheer on the Buffalo Bills as they touchdown in the Roger Center. Lodge in modern luxury at the nearby Hôtel Le Germain Maple Leaf Square.

Comment [MH2]: Is there any men's fashion involved?

Canadiana Holiday (December 6-9, *Individual Press Trip*): Unwrap the perfect holiday in Toronto this season with the scents of season at the charming Lowe's Toronto Christmas Market in the historic Distillery District - complete with reindeer petting zoo, carolers and mulled red wine. See the highly-anticipated holiday displays at The Bay, the country's oldest department store, and Yonge-Dundas Square as the epicenter of Toronto's holiday enchantment.

Editorial policies permitting, Tourism Toronto will provide economy class airfare, hotel accommodations, itinerary development and attraction passes, as well as transportation and meals.

For more information on Toronto, please visit www.seetorontonow.com. I will also follow up with you to gauge your interest for which trip is best for you!

Best,
Kristen

KRISTEN TEUFEL
Account Executive, Tourism Practice

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###

Subject: Toronto 2012 Suggestions

Hi <Media Contact First Name>,

I hope this email finds you well and that the New Year is already off to a wonderful start. Hard to believe that it's already mid-January.

Tourism Toronto has an action-packed calendar year for festivals and events, new hotel openings, and culinary experiences. Following your trip to Toronto last year, we wondered if you might know a fellow writer you think would like to check out the city in the months ahead.

I'd also love to have you back to Toronto if there's an area you didn't get to explore last time that you're interested in seeing. Look forward to hearing from you and working with you again this year!

Best,
Kristen



You're Invited: See Toronto Now

Dear <Name>,

Tourism Toronto invites you to experience the events, culture, and attractions that captivated nearly 2 million U.S. visitors in 2010. Join one of our planned group press visits or allow us to tailor an itinerary specifically for you, below is a sample of 2011 opportunities, please let us know if there is one that interests you.

CONTACT Photography Festival (May, Dates Flexible, *Individual Press Trip*): Attracting over 1.5 million attendees yearly, CONTACT showcases over 1,000 local and international artists at hundreds of venues around Toronto. During this annual month long festival, novice and professional talent come together to promote knowledge, creativity and innovation in photography.

Green Living (May 18-22, *Group Press Trip*): Experience green and sustainable living in Toronto. Visit **Evergreen Brick Works**, an environmental centre showcasing and retailing urban sustainability and eco-friendly designs, view **Windshare ExPlace Turbine**, the first urban turbine in North America, and taste the bounty of fresh fruits, herbs, and vegetables at **Ecovillage**, a sustainable community and biodynamic farm.

Doors Open (May 27-30, *Individual Press Trip*): Visit facilities normally closed to the public and enjoy the architectural fabric of Toronto at Doors Open, attracting over 250,000 guests annually. Celebrate the rich architectural, historic, cultural, and social significance of 150 exclusive properties during indoor and outdoor guided tours and special events and exhibits.

LuminaTO (June 10-19, *Individual Press Trip*): Illuminating streets and venues with the arts, LuminaTO, celebrates Toronto's creative spirit à la music, dance, food, and fashion. Participate in the festivities or get caught in signature "accidental encounters with art" for unforgettable moments on cultural acceptance.

NXNE Music Festival (June 15-19, *Individual Press Trip*): Rock at **North By Northeast Music Festival**, where live music and film converge at a plethora of venues around Toronto. Revel at the spa-inspired **C Lounge**, enjoy nightly entertainment and art salons at **Drake Hotel**, party at "The Best Party Bar in Toronto," **Crocodile Rock**, or indulge in numerous other parties and events.

Pride Toronto (June 30-July 4, *Group Press Trip*): Participate in one of the largest Pride celebrations in the world, a ten-day extravaganza filled with street festivals, a politically charged Dyke Marche, and the epic Pride Parade. Attend **Bitch Salad**, an outrageous comedy show, **Yes Yes Y'all**, a hip hop party, and tour **Gay Village**, a neighborhood notorious for food, fun, shopping, and people-watching!

Global Cuisine Movement (July 20-26, *Group Press Trip*): Join in an exceptional showcase of local cuisine from Toronto's top chefs and embark on a foodie-friendly journey into the fields and wineries of Niagara on the Lake. Tastings, cooking classes, behind-the-scenes meals, this

trip is infused with culinary delight with 46 international cool climate wineries and 15 top Canadian chefs.

Toronto International Film Festival (September 6-9, *Group Press Trip*): Film enthusiasts will love this trip surrounding the Toronto International Film Festival, **featuring over 300 films from over 60 countries**. TIFF launches the best of Canadian, Hollywood and international cinema to success. Filled with parties, world premiers, and fashion insights to the city, attendees are sure to catch a glimpse of stars, directors, and industry honchos.

Scotiabank Nuit Blanche (September 28-October 5, *Individual Press Trip*): For a Nuit Blanche, or "Sleepless Night" to remember, celebrate from sunset to sunrise on **October 1st**, when "high art" becomes accessible to the masses via art exhibits, live performances, and creative programs by way of public spaces and street performances.

Canadiana Holiday (November 29-December 2, *Group Press Trip*): Bright, twinkling lights will captivate the eye at the lighting of Toronto's Christmas tree in Nathan Phillips Square, November 26. Watch the city light up at this family friendly event, while also enjoying live performances, followed by a fireworks display.

Editorial policies permitting, Tourism Toronto will provide economy class airfare, hotel accommodations, itinerary development and attraction passes, as well as transportation and meals.

For more information on Toronto, please visit www.seetorontonow.com.

To reserve your trip, please contact Kristen.Teufel@aboutdci.com. Please note there is limited space available. To be considered please RSVP as soon as possible.

We look forward to welcoming you to Toronto!

Warm regards,
Kristen

###

Toronto

Hotel: Ritz-Carlton, Toronto

Opening Date: February 2011

Description: One of Toronto's newest luxury hotels, The Ritz-Carlton, Toronto welcomes guests to the heart of the city's bustling financial and performing arts districts. Located across from Roy Thompson Hall and only steps from the Toronto International Film Festival (TIFF) Bell Lightbox, The Ritz-Carlton, Toronto features 267 elegantly appointed guest rooms and suites that offer magnificent city or lake views from floor to ceiling windows. Along with its legendary service, luxury amenities and offerings include a 23,000 square foot Urban Sanctuary and Spa, the spacious outdoor terrace at DEQ Lounge, signature Ritz-Carlton Club Level service and the impeccable dining experience of TOCA restaurant.

Restaurant: TOCA by Tom Brodi

Spa: Urban Sanctuary and Spa

Unique: Home to the TIFF 2011 festival, stars like Brad Pitt and Angelina Jolie made their home in this luxury Financial District property.

Website: www.ritzcarlton.com/Toronto

Hotel: Trump Toronto

Opening Date: January 31, 2012

Description: Towering over 900 feet above the city, Trump International Hotel & Tower Toronto will open its doors January 31, 2012. The luxury hotel, Trump Hotel Collection's first in Canada, will feature 261 rooms and suites. Highlights of the hotel's amenities include the Quartz Crystal Spa and the SUITS Lobby Lounge. Quartz Crystal Spa is a world-class 15,000 square-foot bi-level spa featuring ten treatment rooms, two couples suites and infrared saunas. SUITS Lobby Lounge is situated on the 31st floor and was developed to create a sophisticated and welcoming destination for après work with exceptional accents and great cocktail, wine, vodka and beer offerings. Trump International Hotel & Tower Toronto's highly anticipated STOCK Restaurant will also open January 31, 2012 on the hotel's 31st floor. Chef Clarmo will oversee an elite team to deliver the best of steak and seafood with international flair. The dining room will showcase a flawless pairing of art deco and modern, contemporary design elements featuring an exclusive loft for private dining and access to a terrace with an indescribable view of Toronto's cityscape.

Restaurant: STOCK Restaurant

Spa: Quartz Crystal Spa

Website: www.trumptorontohotel.com

Hotel: Four Seasons

Opening Date: Summer 2012

Description: The new flagship Four Seasons Hotel Toronto at 60 Yorkville Avenue will be a soaring complex featuring two sleek glass towers. The new hotel will feature 259 spacious sunlight-filled guestrooms including 42 suites and a 30,000 square foot luxury spa (the largest luxury hotel spa in Toronto). Four Seasons Hotel Toronto's signature restaurant will be "Café Boulud" and bar by international restaurateur and 3-star Michelin Chef Daniel Boulud. For premiere weddings and gala events, the hotel will feature two landmark ballrooms with spectacular wrap-around floor to ceiling windows showcased by glittering crystal chandeliers and offering unforgettable views of the city.

Restaurant: Café Boulud

Spa: Four Seasons Spa

Unique: The new building of Four Seasons Hotel Toronto will feature two sleek glass towers.

Website: www.fourseasons.com/toronto-new

Hotel: Shangri-La

Opening Date: Summer 2012

Description: For just the second time, Shangri-La Hotels and Resorts - the Asian-based luxury hotel group - will bring its legendary offerings and hospitality to life in North America. The opening of Shangri-La Hotel Toronto is scheduled for the Summer of 2012 with offerings never seen before in Toronto, including the opening of Momofuku by acclaimed New York chef David Chang; a dramatic multi-storey sculpture that begins outside and winds its way into the hotel lobby by internationally renowned artist Zhang Huan; and a state-of-the-art theatre.

Restaurant: Momofuku

Spa: N/A

Unique: The site of the new hotel incorporates historic "Bishops Block"- one of the oldest remaining buildings in Toronto.

Website: www.shangri-la.com

Airline: Porter Airlines

Starting Date: April 16, 2012

Description: Porter Airlines, known for its exceptional customer service, debuts up to three daily roundtrip flights operating between Dulles International Airport (Washington, D.C.) and Billy Bishop Toronto City Airport. The Canadian carrier is scheduled to land at Dulles International Airport April 16, 2012. This will mark the introduction of its sixth U.S destination. Numerous other Canadian cities in Porter's network will be able to also access Washington by making a simple connection in Toronto. Also, passengers at Billy Bishop Toronto City Airport can now enjoy a range of food options on sale in each lounge. The new To Go Foodbar concession stands offer a fresh assortment of sandwiches, salads and bakery items, and a range of beverage options, including beer and wine.

Website: www.flyporter.com

Airline: Air Canada

Starting Date: May 3, 2012

Description: Air Canada launches triple-daily, non-stop flights between Toronto's Pearson International Airport and New York City's John F. Kennedy International Airport May 3, 2012. Air Canada will also increase to hourly its flights to LaGuardia Airport. Air Canada's New York service is ideally-suited for business travellers, according to the airline. Beginning May 1, 2012, Air Canada will add an additional daily return flight between Toronto and LaGuardia, providing customers hourly service each business day. www.aircanada.com.

Airline: Westjet

Starting Date: June 4, 2012

Description: Westjet launches seven non-stop flights each business day between Toronto and New York City starting June 4, 2012. On July 12, WestJet will increase to eight non-stop flights each business day. Flight times offer business travelers the flexibility and convenience to change plans on their day of travel at no cost.

Website: www.westjet.com

Subject: Reopening the Extreme: Exclusive CN Tower EdgeWalk May 1

Hi XXX,

Can you take it to the edge?

The first of its kind in the northern hemisphere, the CN Tower will reopen EdgeWalk May 1 for its first full season as the world's highest full circle, hands-free ledge walk at 1,168 ft (116 stories) above Toronto.

Launched as part of the CN Tower's 35th birthday, EdgeWalk welcomed 9,048 dare devils from ages 13 to 90 in just 13 weeks of being opened last fall. Video from the top: <http://bit.ly/yLv0Ly>.

EdgeWalk is planned for full operation May 1 – October 31, 2012. I'd love to have you experience this first-hand in the next six weeks. In addition to hosting a crew for onsite filming, we can also provide b-roll and would love to incorporate trip giveaways for your viewers.

Any interest?

Thank you,
Kristen

KRISTEN TEUFEL
Account Executive, Tourism Practice

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Colombia,
the only risk
is wanting
to stay.

**Cartagena Music Festival
Colombia Press Trip Invitation
January 5-14, 2012**

Dear <insert journalist name>,

From January 5-14, 2012, the historic city of Cartagena, Colombia will be filled with music during the 6th Annual Cartagena Music Festival. Organized by the Victor Salvi Foundation, the festival will be under the artistic direction of renowned pianist, Stephen Prutsman, and we would like you to attend!

Festival concerts will take place in historic venues throughout the walled city, including the **Adolfo Mejia Theatre, Teatro Heredia, Getsemani Trinity Plaza** and the beautiful chapels of the **St. Catherine Cathedral, Hotel Santa Clara, Santa Teresa**, and the **Plaza San Pedro Claver**.

Renowned classical musicians from all over the world will perform under the direction of Stephen Prutsman, a distinguished pianist and creator of chamber music events worldwide.

Economy class airfare (less than a 5 hour flight from all US gateways!) **and hotel accommodations will be provided** by ProExport Colombia. For more information on the festival visit: www.cartagenamusicfestival.com/ (Spanish Language Web site)

For more information on Colombia please visit: www.colombia.travel

Please note there is limited space available for this press trip. To be considered, please e-mail me at naureen.kazi@aboutdci.com by **December 19, 2011**.

We look forward to hosting you and I will follow up with tomorrow to confirm your participation.

Best regards,
Naureen

Colombia,
the only risk
is wanting
to stay.

**Colombia Press Trip Invitation
Colombiatex 2012
January 22-27, 2012**

Dear <insert journalist name>,

From January 22-27, 2012, the colorful city of Medellin, Colombia will be filled with fashion during Colombiatex 2012. Organized by Inexmoda, an institute dedicated to research, commercialization, innovation and training for the textile/apparel sector, distribution channels, and other sectors related to design and fashion -- **we would like you to attend!**

The annual fashion tradeshow celebrates the most important global players from the Latin American textile-apparel-design and fashion industry. Colombiatex 2011 attracted more than 16,000 visitors from more than 40 different countries, and featured over 450 national and international exhibitors featuring textiles, raw materials, and machinery for apparel, home, leather goods, footwear, jewelry and fashion jewelry. **You will be able to gain exclusive admission to the show and interview the Colombiatex's featured entrepreneurs.**

Press Trip participants will explore Medellin, the fashion capitol of Latin America and the second largest city in Colombia. Famous for its Metro cable, an aerial cable car mass transport system, Medellin is the epicenter of textile design and production, creative expression, entrepreneurial business and fashion. As a city with a great gastronomic, commercial and tourist offer, it provides countless opportunities for leisure vacations and business.

This press trip will grant you access to the tradeshow and up and coming designers in Latin America.

Economy class airfare (less than a 5 hour flight from all US gateways!) **and hotel accommodations will be provided** by ProExport Colombia. For more information on the festival visit: <http://colombiatex.inexmoda.org.co/colombiatexeng/Home.aspx>

For more information on Colombia please visit: www.colombia.travel

Please note there is limited space available for this press trip. To be considered, please e-mail me at ashley.fenton@aboutdci.com by **December 23, 2011.**

We look forward to hosting you and I will follow up with to confirm your participation.

Best regards,
Ashley



**Colombia Travel Mart 2012 Invitation
February 27 – March 2, 2012**

Dear <insert journalist name>,

Colombia is a meeting planners dream: It's close, affordable, exotic and equipped. With a range of high-quality conventions centers and notable hotel chains in five very distinct cities, Colombia caters to all types of meetings and conventions. But we won't just tell you that, **we invite you to participate in Colombia Travel Mart 2012 and learn about the MICE market grown in Colombia.**

Colombia Travel Mart is the strategic place to meet qualified representatives who specialize in MICE planning. During the summit, you will have the opportunity to:

- Schedule one-on-one meetings with **up to 30 Colombian suppliers**
- Meet more than **190 tour operators**
- Experience the **culture and infrastructure** of Bogota

Colombia has seen a **continual rise in security, direct investment and tourism:**

- In 2009, Colombia was awarded the **#1 Reformer in Latin America** and one of the Top 10 World Reformers by The World Bank.
- Prestigious hotel chains are operating and constructing in Colombia including: Intercontinental, Sofitel, Sonesta Collection, JW Marriott, Sheraton, Hilton and Mercure. In the next two years **7,042 hotel rooms will be added** to its inventory.
- With over **29 non-stop direct flights from the US** on all major US airways, as well as two low-cost carriers (JetBlue and Spirit), Colombia is accessible and affordable to visit.

**Economy class airfare (5.5 hours from NY/2.5 hours from Miami)
Hotel accommodations, transportation and meals will all be provided by
Proexport Colombia for media who can accept sponsored travel.**

Please note there is limited space available for this trip. To be considered, please e-mail me at: naureen.kazi@aboutdci.com.

We look forward to hosting you!

Best regards,
Naureen

For more information on **Colombia Travel Mart 2012**, please visit:
<http://www.colombiatravelmart.com>

For more information on the **MICE market offering in Colombia**, please visit:
<http://www.colombia.travel/en/mice/why-colombia>



YOU'RE INVITED TO EXPERIENCE COLOMBIA!

Group Press Trip to Bogota and Medellin

November 1-7, 2011

Dear <insert journalist name>,

Colombia is a U.S. meeting planners dream: it's close, affordable, exotic and equipped.

With a range of high-quality conventions centers and notable hotel chains in five very distinct cities, Colombia is ripe for discovery. We invite you to explore two of Colombia's largest cities for yourself!

Meetings and Corporate Travel Media Group Press Trip

November 1-7, 2011

- **Bogota:** Deemed as the "City with a Heart," Bogota is a passionate city that diligently preserves its great cultural and historical wealth while drawing visitors from all over the globe. Participants will be able to visit the recently renovated Casa Dann Carlton Hotel; the lovely Opera Hotel in the charming La Candelaria neighborhood; a tour and site inspection of the world famous Gold Museum; the new and luxurious JW Marriott; the Bogota Radisson; Hacienda Hotel; and the Ar Salitre Hotel. Also included in the itinerary is a visit to Zipaquira Salt Cathedral, the first wonder of Colombia, in addition to guided tours of the city's unique neighborhoods in Colombia's capitol city.
- **Medellin:** Known for its bright colors and friendly people, Medellin is also Colombia's epicenter for fashion, mass transportation systems, and textile production. Participants will receive site inspections at the following hotels: Interncontinental Medellin; the fabulous Medellin Royal Hotel; Diez Hotel; the brand new Tyrp Hotel; and The Charlie Lifestyle Hotel. In addition, a site inspection will be offered at the Plaza Mayor Medellin Convention and Exhibitor Center, Medellin's largest event space. Participants will enjoy guided tours and elegant meals in the historic city, including visits to some of the city's top attractions, such as Explore Park, the Botanical Garden of Medellin Joaquin Antonio Uribe, the Spain Park and Library, to name a few.

With **29 non-stop direct flights from the U.S.** on all major U.S. airways, and two low-cost carriers (JetBlue and Spirit), Colombia is accessible and affordable to visit.

For more information please visit www.colombia.travel/en/mice/why-colombia.

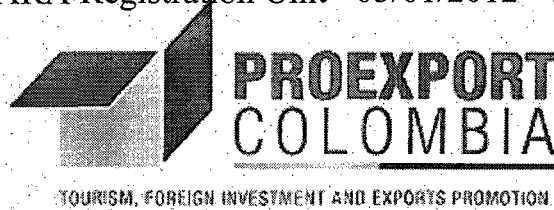
Economy class airfare (5.5 hours from NY/2.5 hours from Miami), hotel accommodations, transportation and meals will all be provided by Proexport Colombia.

Space for this trip is limited. To be considered, please e-mail me at ashley.fenton@aboutdci.com as soon as possible.

We look forward to hosting you!

Best regards,

Ashley



**Golf Press Trip Invitation: Tee Off in Bogota & Santander
October 10-16, 2011**

Dear <Insert Journalist-Name>,

Come discover Colombia's fairways! Ranked third in South America behind Argentina and Brazil, Colombia boasts over 50 golf courses, with 26 Colombian Golf Federation certified courses in Bogota alone. We invite you to test the greens from **Monday, October 10 to Sunday, October 16, 2011!**

- **Bogota**, Colombia's capital and cosmopolitan city is known as the country's epicenter for premier golfing experiences. Recently, Bogota held the PGA Nationwide Tournament in March 2011, and was the seat of the European Challenge Tour in 2007. Containing 24 of the country's 50 golf courses, Bogota's 24 golf clubs can be reached in less than 40 minutes from each other. Due to its unvarying, fall-like climate, Bogota's temperate averages 70 degrees Fahrenheit year round. Participants will enjoy golfing at: **Bogota Country Club** and the **San Andres Golf Club**.
- The **Santander** area is a chief cultural and economic region made up of the departments of Santander and Norte de Santander. Located in the north east, its varied topography and an extensive mountain range characterize the area's golf courses. A region full of cultural and architectural attractions, Santander creates its golf game based on the different characteristics of this beautiful part of the country. Known as the "Land of Adventure," thanks to the extreme sports such as paragliding, rafting, bungee jumping, and caving, Bucaramanga brings a new sense of adventure to golf. Golf course included in the itinerary include: **Club Campestre de Bucaramanga**, **Club Casa de Campo**, and the **Ruitoque Golf Club**.

With over **29 non-stop direct flights from the US** on all major US airways, as well as two low-cost carriers (JetBlue and Spirit), Colombia is accessible and affordable to visit.

**Economy class airfare (5.5 hours from NY/2.5 hours from Miami)
Hotel accommodations, transportation and meals will all be provided by ProExport
Colombia for media who can accept sponsored travel.**

Please note there is limited space available for this trip. To be considered, please e-mail me at: ashley.fenton@aboutdci.com.

**For more information on golf in Colombia visit:
www.colombia.travel/en/mice/golf**



YOU'RE INVITED TO EXPERIENCE COLOMBIA!

Once-in-a-Lifetime Art and Culture Press Trip

It's true! Colombia is a destination transformed, and we'd like to invite you come experience its art as we celebrate 80 years of Botero. Known for robust, inflated forms and exaggerated human figures, Botero's paintings and sculptures encompass the imagination and integrity of the Colombian art world.

Experience Colombia's Art Contributions Celebrate Botero's Life in His Hometown April 23-27, 2012

Botero's life started in Medellin eighty years ago. His artistic excellence impacted the art world and inspired the modern day semblances of artistic and culinary excellence that Colombia offers. Occurring April 23-27, 2012, this exclusive press trip provides a taste of Botero's country and offers a unique touristic lens to view Colombia: one that encouraged Botero's artistic prowess now known worldwide and one that exemplifies the rich culture Colombia possesses as a result of artists like him.

Join us as we:

- Arrive in **Medellin**, the city of Botero's birth, and take part in a unique culinary experience where special herb blends incorporate into each dish.
- Explore **Botero Plaza**, home to Botero's monumental sculptures, tour the **Antioquia Museum** which showcases his best work in their permanent collection and will be exhibiting **Viacrusis: the passion of the Christ** for this time of celebration. Visit the **Museum of Modern Art**, which gave Botero the First Intercol Award ever.
- Wander through the breathtaking **Medellin Botanical Garden**, where you will see some of the rarest orchids in the world. Colombia is the world's leading home to orchids, boasting more than 3,000 species! You will also get to savor original Colombian cuisine in the garden side restaurant.
- Experience what life was like in a typical "Antioquian" town at the recreated **Pueblito Paisa**, with fantastic views overlooking Medellin.
- Enter the **Parque Biblioteca Fernando Botero**, a library named after him, which also provides services for the promotion of artistic training.

Economy class airfare (less than a 5 hour flight from all US gateways!) and hotel accommodations will be provided by Proexport Colombia.

For more information on Colombia please visit <http://www.colombia.travel>

To reserve a seat, please contact Naureen Kazi, Naureen.kazi@aboutdci.com. Please note there is limited space available. To be considered please RSVP as soon as possible.

We look forward to hosting you.



FOR IMMEDIATE RELEASE

Media Contact:

Naureen Kazi, ProExport Colombia, USA
212-444-7162; naureen.kazi@aboutdci.com

COLOMBIA TO HOST PGA NATIONWIDE TOUR IN BOGOTA

February 13, 2012 (MIAMI)- Colombia's vibrant and capital city, Bogota, will host the PGA Nationwide Tour's season-opening event February 16-19, 2012 at the city's renowned Bogota Country Club. Marking its third consecutive year in Bogota, the tournament will welcome first time presidential attendee former President Clinton at the season-opening Pacific Rubiales Colombia Championship.

President Clinton will participate in tournament activities, including the Wed, Feb. 15th Pro-Am, featuring Nationwide Tour professionals, government officials, Pacific Rubiales executives, clients and guests. The tournament will support the Clinton Foundation's work through the Clinton Giustra Sustainable Growth Initiative (CGSGI) in Colombia.

As an emerging global golf destination, players are flocking to beautiful Colombia to tee off in Latin America. Sitting in the geographic center of the American continent, with a variety of climates, over 50 certified golf courses, and the brand new Karibana Beach Golf Condominium opening this year, eager golfers are discovering South America's hidden golf gem. Come discover why golfers are competing to test the fairways in this magical country.

The Pacific Rubiales Colombia Championship is the Nationwide Tour's season-opening event of 2012 and one of 27 that will be played in 17 states in the U.S. and Colombia, Chile, Mexico and Panama.

For Press Trip Opportunities to Colombia, please contact Naureen Kazi
naureen.kazi@aboutdci.com

###

For more information on golf experiences in Colombia contact:

Claudia Davila, Corporate Tourism Director
Proexport Colombia
601 Brickell Key Drive, Suite 608
Miami, FL 33131
cdavila@proexport.com.co; (305) 374-3144

For more information on the Karibana Golf Club visit:
www.cartagenarealty.com/mapa/ZonaNorte/karibana.html

For more information on golf in Colombia visit: www.colombia.travel/en/mice/golf

Dear <Insert Journalist Name>

Colombia is fiercely rising as a global corporate tourism destination. An easily accessible destination from the United States, only 2.5 hours from Miami, plus no visa requirements for American citizens, Colombia is an ideal destination for meetings and incentives. Dotted with vibrant cities and excellent weather year-round, Colombia is a country ready for discovery. To show their strength, Colombia will be participating in the IMEX America Exhibition October 11-13, 2011 in Las Vegas.

Claudia Davila, Corporate Tourism Director of Proexport Colombia, is available for interviews during the IMEX American Exhibition October 11-13. Colombia will be exhibiting at IMEX America (booth #1637) this year as part of ProExport Colombia, the official tourism trade bureau of Colombia.

Do you have time to meet her? I'll follow up with you later this week to set a time to meet. In the meantime, here are a few quick updates and story ideas, and Claudia can give you all the details and more during the meeting.

Look forward to speaking to you.

Regards,
Ashley

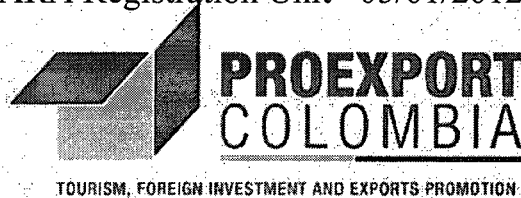
Colombia MICE Update:

Between 2009 and 2011, the **country opened more than 1,600 new hotel rooms with high-end brands, including InterContinental, Hilton, Sofitel, Sonesta, Ibis and Wyndham.** From luxury hotels that operate in exquisitely restored historic convents, to cozy, versatile boutique hotels, and state-of-the-art hotels in modern neighborhoods, Colombia is a mecca for Latin American hotel development - achieving both international recognition as a tourism destination and place for investment.

Continuing to move ahead in its consolidation process as an international conventions destination, **Colombia ranked 34th worldwide as a MICE destination by the International Congress and Convention in 2010.** Ranked as 60th among 263 cities in the MICE industry worldwide, Cartagena de Indias is attracting numerous businesses to host seminars, congresses, and corporate events. In addition, according to the Standard & Poor's rating agency, Colombia's debt rating improvement is expected to attract a new class of investors, including large financial institutions.

Colombia's main cities, Bogota, Cali, Cartagena and Medellin, as well as the entire Coffee Triangle region (Armenia, Manizales y Pereira), are seats of large events and fairs. Thanks to their modern and entrepreneurial spirit, Colombian cities have become the permanent seat of countless national and international events, such as the WEF Latin America in 2010, the Inter-American Development Bank Assembly in 2009, and the International Tourism Organization Assembly in 2007, among others. In more recent news, Colombia was designated as the host country of the World Apparel Convention in 2014.

For more information on the **MICE market offering in Colombia**, please visit:
www.colombia.travel/en/mice/why-colombia



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YEAR-ROUND ADVENTURE IN COLOMBIA

An Adventure Seeker's Guide

(December 8, 2011- Miami)- More companies than ever are selling Colombia as a travel product. From the country's rich tourism offerings both in nature and culture, Colombia is a transformed destination that is attracting global visitors. Jumping from 12 to 21 Colombian tour operators this past year, Colombia is enjoying a sharp rise in its tourism infrastructure.

"We are proud to show that Colombia is climbing the global ranks as a premier tourism destination," said Maria Claudia Lacouture, President of Proexport Colombia. "Tour operators are a chief influencer in the tourism world, and by offering more exciting packages for our visitors we will continue to enjoy our tourism growth."

Colombia's rugged topography contains numerous environments that are ideal for exploring year-round. The destination's varied landscapes, rich in flora and fauna, invite all to experience its adrenaline pumping thrills. In Colombia, adventure is waiting for everyone:

Bird watching: Containing the world's largest collection of amphibians, butterflies and flowers, Colombia also holds the title of containing the world's second highest number of bird species (1,865 bird species). Colombia is a paradise for birdwatchers, with countless options in the Andes Mountains, Sierra Nevada de Santa Marta, the jungles of the Amazon and Chocó regions, the Eastern Plains, the lowlands of the Caribbean region, and the inter-Andean valleys. From June to November the country turns into the homes of hundreds of birds that take rest on their migratory journey.

Diving: Colombia is one of the world's diving marvels thanks to the privileged features of its two oceans- The Atlantic and Pacific oceans, considered true living laboratories. Due to the unique adaptations of the fauna, the vegetation is home to a wealth of endemic species. Diving in Colombia involves visiting natural parks, traveling across extensive virgin beaches and jungles, and getting to know Indian villages and communities that preserve their ancestral traditions.

Rafting: With strong currents that run down the various mountains of Colombia, there are exciting opportunities for engaging in the thrilling sport of river rafting, an activity with remote origins in southern Africa yet relatively new in Colombia. The best places for rafting include: the Magdalena River near the municipality of San Agustín (in Huila); the Río Negro (in Cundinamarca); the Barragán River in the Café Triangle, and the Suárez, Chicamocha, and Fonce Rivers (in Santander).

Paragliding: Undoubtedly the sport that comes closest to man's oldest illusion, flying. Paragliding is a safe and environmental friendly activity that allows one to experience the thrills of soaring above spectacular and exotic landscapes. The destination's best sites for paragliding are in Santander, Valle del Cauca, Bogota and Medellin. Aside from rainy days, paragliding may be practiced year round in Colombia.

Sun and Beach: As a destination where the sand is caressed by two oceans, Colombia's privileged location allows its visitors to enjoy over 2,900 km of coasts on two oceans and the Caribbean Sea. Talk about the ultimate beach vacation! With 300 beaches to choose from, Colombia's beaches line most of the Pacific coast, while the Caribbean coast contains wide beach beaches and large resort complexes. Soak up all the fun in the sun with every water activity imaginable.

In Colombia, there is a land of adventure waiting for you. Let your heart learn to beat in its varied landscapes and rich terrains.

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For more information on travel to Colombia, please visit: www.colombia.travel

Dear <Insert Journalist Name>

Colombia is quickly becoming one of the world's most popular cruise destinations! As more and more cruise ships are anchoring in Colombia's port cities of Santa Marta and Cartagena, these Caribbean hot spots are good entry-points for travelers who want to visit the country. As a sign of confidence in the cruise industry, Colombia will be showing evidence of success at this year's annual SeaTrade Cruise Shipping Convention.

Maria Claudia Lacouture, President of Proexport Colombia, is available for interviews during the Sea Trade Conference next week, March 14- 17.

Do you have time to meet her? I'll follow up with you later this week to set a time to meet. In the meantime, here are a few quick updates and story ideas, and Maria can give you all the details and more during the meeting.

Look forward to speaking to you.

Regards,
Ashley

Cruise Update:

Cruise passenger arrivals to Colombia have soared in the past five years. According to the Ministry of Industry, Trade, and Tourism of the Republic of Colombia, a **record breaking 401,008 cruise passengers are estimated to travel to Colombia for the 2010-2011 season, up a whopping 225 percent from 2005**, in which 48,215 cruise passengers visited. Along with passengers, cruise ship arrivals have strongly increased. In 2005, the reported cruise ship arrival for the season was 45 ships; **the 2010-2011 season has an estimated 267 arrivals, up 83 percent.**

Maria Claudia Lacouture Biography:

Lacouture earned her Bachelor's Degree in Finances, Government, and International Relations from the *Universidad Externado de Colombia*, and then went on to acquire a Masters Degree in Economics and Marketing from Cornell University.

Her career has long been linked to Proexport, where she began to work in 1996 as a market research advisor. She continued in the commercial office of the United States as Director of Tourism, and then turned her talents to the newly evolving field of nation branding as the Vice-President of *Imagen País*.

For her work in the field of nation branding and specifically for "Colombia is Passion", she has achieved important international recognition. She has worked tirelessly with the Colombian business sector to create and articulate an accurate image of Colombia to project to the world. Lacouture also lead the campaign "Discover Colombia through its heart" in order to showcase Colombia's greatest assets through seven giant interactive hearts and forty smaller replicas displayed throughout several cities in America.

As Director of Tourism for Proexport in the United States, she has successfully worked to reintroduce Colombia as a major cruise ship destination, and organized and hosted the annual meeting of the "Florida Cruises Association" in Cartagena.